

MODERN PACKAGING

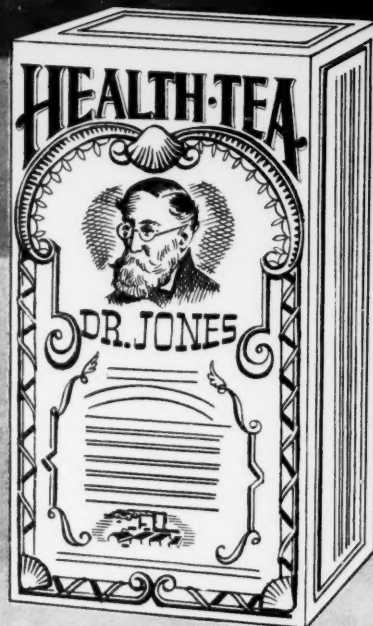
When you come up... you'll
find Old Gold's
Mae West



NOV
1934

MAE WEST
IN
"BELLE OF THE NINETIES"
A PARAMOUNT PICTURE

SAME PRODUCT • SAME PRICE
Which would you buy?



Check your reaction with the next ten people who call on you. — Their choice (exactly like your own) should convince you that package appearance DOES influence your product's sales. In view of this principle, your product deserves the most expert available advice on methods of modernizing your package.

BROOKS & PORTER, Inc.
304 HUDSON STREET • NEW YORK



Creators and Manufacturers of Folding Cartons, Counter and Window Displays

7



THAT old moth-eaten maxim, "You can't judge a man by his clothes," has been disproved many times over.

You **can** judge a man by what he wears . . . a product by its package. And, it is being proved day after day.

Attractively designed packages, like well-dressed people, inspire confidence. Occasionally, of course, this confidence may be misplaced. But this occasional error does not indicate a fallacy in the thought. Rather, it proves its correctness.

Judge the men you meet by their clothes . . . the products you buy, by their containers, labels and closures. You will not often be wrong.

PHOENIX METAL CAP CO.

2444 W. SIXTEENTH ST., CHICAGO

::

3720 FOURTEENTH AVE., BROOKLYN

MODERN PACKAGING



NOVEMBER 1934 • VOL. 8 • NUMBER 3

CHARLES A. BRESKIN—Publishing Director. D. E. A. CHARLTON—Editor.
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Editor. F. L. POSNER—Circulation Manager. MAHLON A. CLINE—Art
Director. R. N. KALB—Production Manager.



Contents



The incomparable Miss West again plays her favorite role. This time in the interests of a well-known merchandising medium—for the package is also inviting. On the front cover of this issue the illustration is offset lithographed from an Illustra-Color reproduction, furnished by the Atlantic Lithographic and Printing Company, as it appears in the retail windows of the nation during late October and early November.

Entries for the 1934 All-America Package Competition are arriving daily—we've already one room full of them! And, judging from the requests we have had for additional entry blanks, we can expect a deluge before the closing date—Jan. 5, 1935—rolls around. Better avoid the rush—now—and send in your 1934 packages.

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August 20, 1934.

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"But it costs so much
to seal cartons"

"Not since Redington
developed their new,
high speed, adjustable
Carton Sealer."



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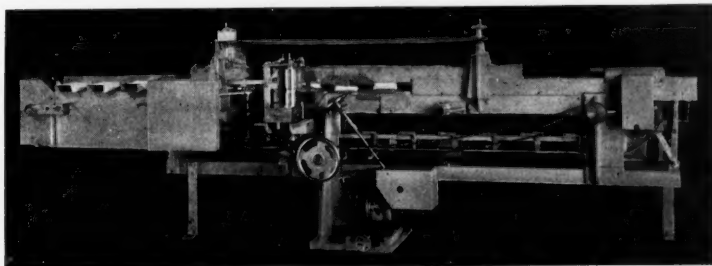
● Sealing glued end cartons by hand is a pretty costly proposition, especially if your product is marketed in several sizes. But what a difference with the new REDINGTON Carton Sealer! This money-saving machine is immediately adjustable to an infinite number of proportions. It double seals the tops and bottoms of cartons at a remarkably high speed, making a perfectly square seal. It is reasonable in cost because it is a standard type machine. That's why this new REDINGTON is "on the payroll" of such companies as Kimberly-Clark and Ralston-Purina. Maybe it ought to be on yours. We'll be glad to send you the full story by letter—or shall our representative call?



"If It's Packaging—Try Redington First"

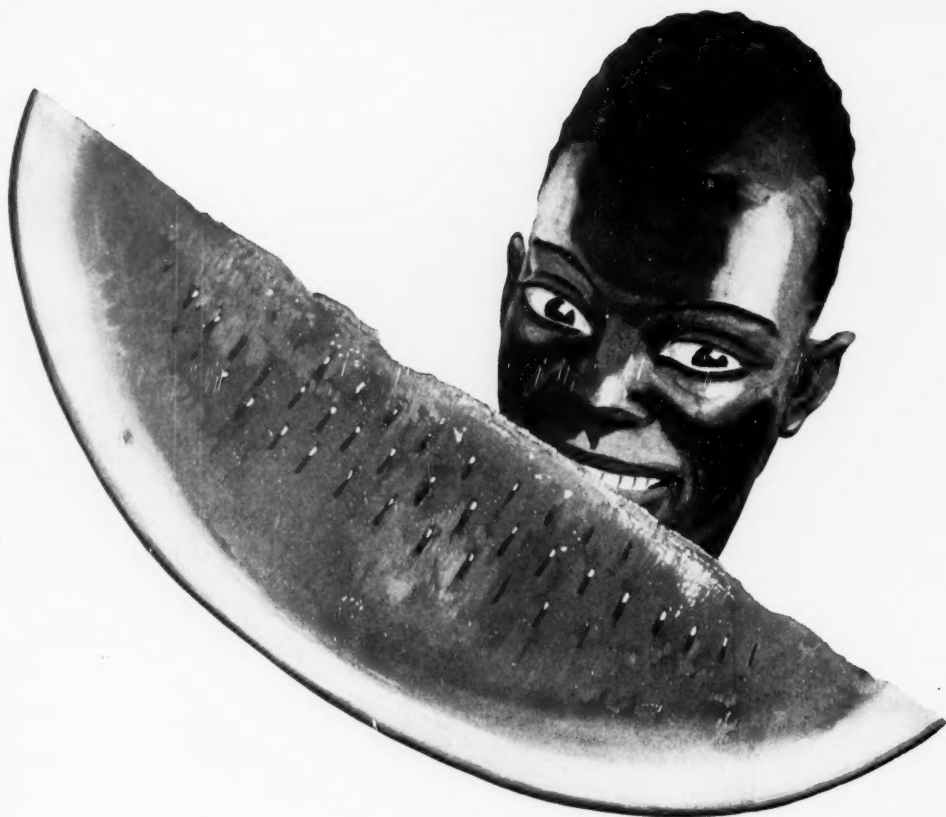
F. B. REDINGTON CO. (Est. 1897)

112 So. Sangamon St.
Chicago, Ill.



REDINGTON Carton SEALERS

ALSO Machines for Cartoning - Packaging - Labeling - Wrapping



All God's Chil'un Got Wants

The other day a customer wrote us and said he wanted some good Negro sermons — could we help him out. We could and did.



FOOD PROTECTION PAPERS

Now of course we are not in the business of supplying sermons, although some mighty good ones have been written on KVP Bond. That was just a "happencance" that enabled us to give a little extra service to an old friend.

Our business is making paper — GOOD papers of many kinds for many uses. Some are for food protection purposes. Indeed the food industry knows us to be experts in protection papers. You are invited to share our experience.

KALAMAZOO VEGETABLE PARCHMENT COMPANY
PARCHMENT [KALAMAZOO COUNTY] MICHIGAN

"That Reminds Me--"

MARYLAND

BOTTLES

STOP THE EYE - REMIND TO BUY -



"-there's something I need"

BLUE BOTTLES



**STOP THE EYE
REMINDS
TO BUY**

IF YOU WANT your product to be more readily recognized and bought—distinguish it from competing brands with Maryland BLUE Bottles and Jars. Their brilliant BLUE color catches the customer's eye and reminds him or her to buy.

And in the home these smart, distinctive bottles register a daily impression—a constant reminder of the high quality of your product. Result: When the time comes for a repeat sale, substitution is impossible. *Your* product is easily remembered, identified and bought.

Maryland BLUE Bottles and Jars are available in many smart stock shapes and sizes. Also in special designs for famous products.

We'll gladly send samples if you'll write telling us the nature of your product and the sizes in which it is packed. Maryland Glass Corporation, Baltimore, Maryland. New York Representative: 270 Broadway, New York City. On Pacific Coast: Owens-Illinois Pacific Coast Co., San Francisco, California.

Maryland Green Tint and Flint Bottles are of the same high quality as Maryland Blue

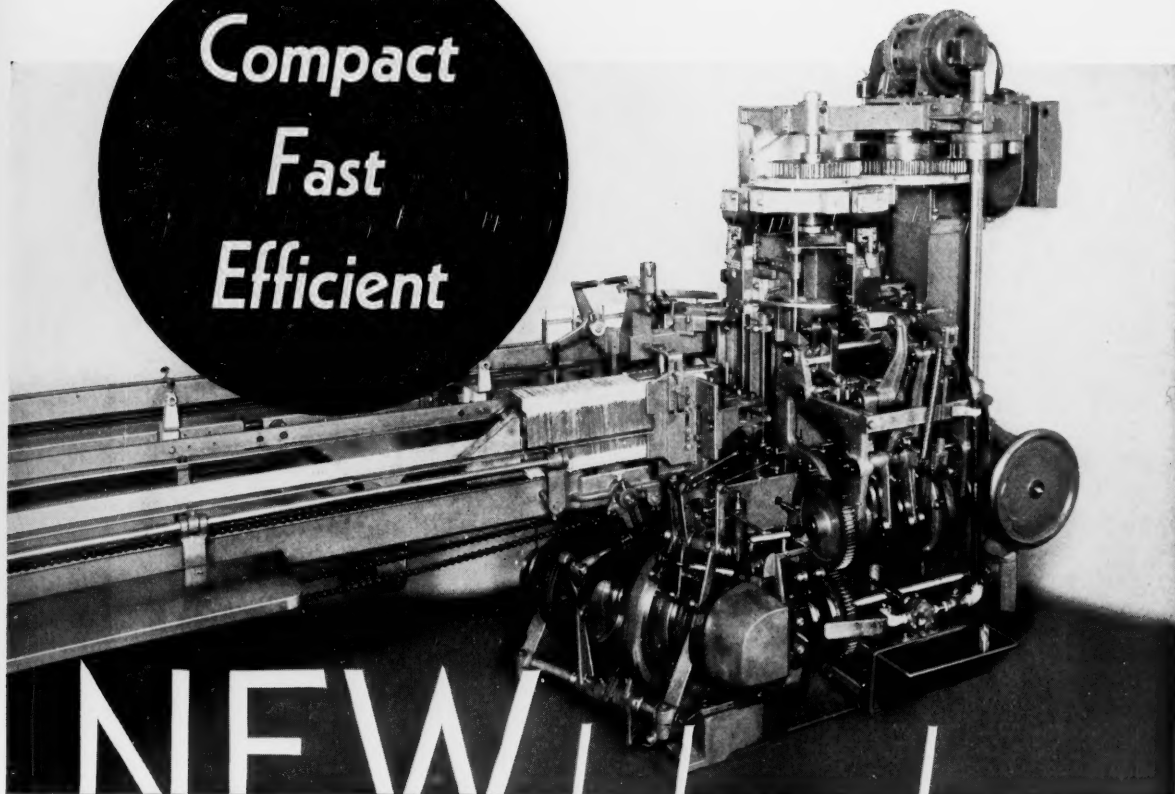
MARYLAND

Blue

BOTTLES



**Compact
Fast
Efficient**



NEW *high speed*

AT LOWER COST FOR SMALL CARTONS

Small in size but a giant in its capacity for production at high speed, this new Pneumatic carton feeder and bottom sealer offers a lower cost machine for manufacturers whose cartons average 6" high or under.

No operator is required—only an attendant to replenish the carton feeder reservoir. Occupying a space of only 3' x 10' 6" x 6' high, this machine operates at a greater production speed.

Changes can be made from one size package to another in about 45 minutes. It can be equipped with either single or double conveyors separating the cartons into two lines.

This is automatic packaging new style—a smaller, faster machine, yet at a *lower* initial investment. Write for complete information on this advanced type of carton-feeding and bottle-sealing equipment.



PNEUMATIC SCALE PACKAGING MACHINERY

PNEUMATIC SCALE CORPORATION, LTD., 71 NEWPORT AVENUE, QUINCY, MASS. (NORFOLK DOWNS STATION)

Branch Offices in New York, 117 Liberty Street; Chicago, 360 North Michigan Avenue; San Francisco, 320 Market Street;
Melbourne, Victoria; Sydney, N. S. W. and Trafalgar House, No. 12 Whitehall, London, England

NOVEMBER, 1934

5



You can't play ANY tune on a Hurdy-gurdy

Give a thought to the creative impulses of the organ-grinder, forever frustrated by the limitations of his instrument.

▼ And another thought to the package-maker with sensations of color, design and material in his mind's eye . . . and printing machinery of small profit range in his shop.

▼ Don't let *your* opportunity for bigger profits from bigger orders suffer from lack of complete printing facilities, for at Dover, New Hampshire, are engineers who specialize in developing new ways of doing things in printing—adapting present

MACHINERY FOR PRINTING WRAPPERS, CARTONS, LABELS ▼ BRONZERS

machines to new uses or, where necessary, building new ones to widen the spread between invoice and cost sheet. ▼ If it's a question of printing on transparent cellulose, wax paper, glassine, foil, parchment, cardboard, gummed paper or something nobody ever heard of before, let Kidder worry about it. With the printing of 90% of all wax bread wrappers, 60% of all vegetable parchment and 20% of all transparent cellulose, and with 75% of all bronzing being done on Kidder-built machines, they must have learned a few things about getting around the hard ones . . . without making it cost too much. ▼ So, whenever you have the urge to add a profitable string to your creative bow, jot down the details in a letter and . . .

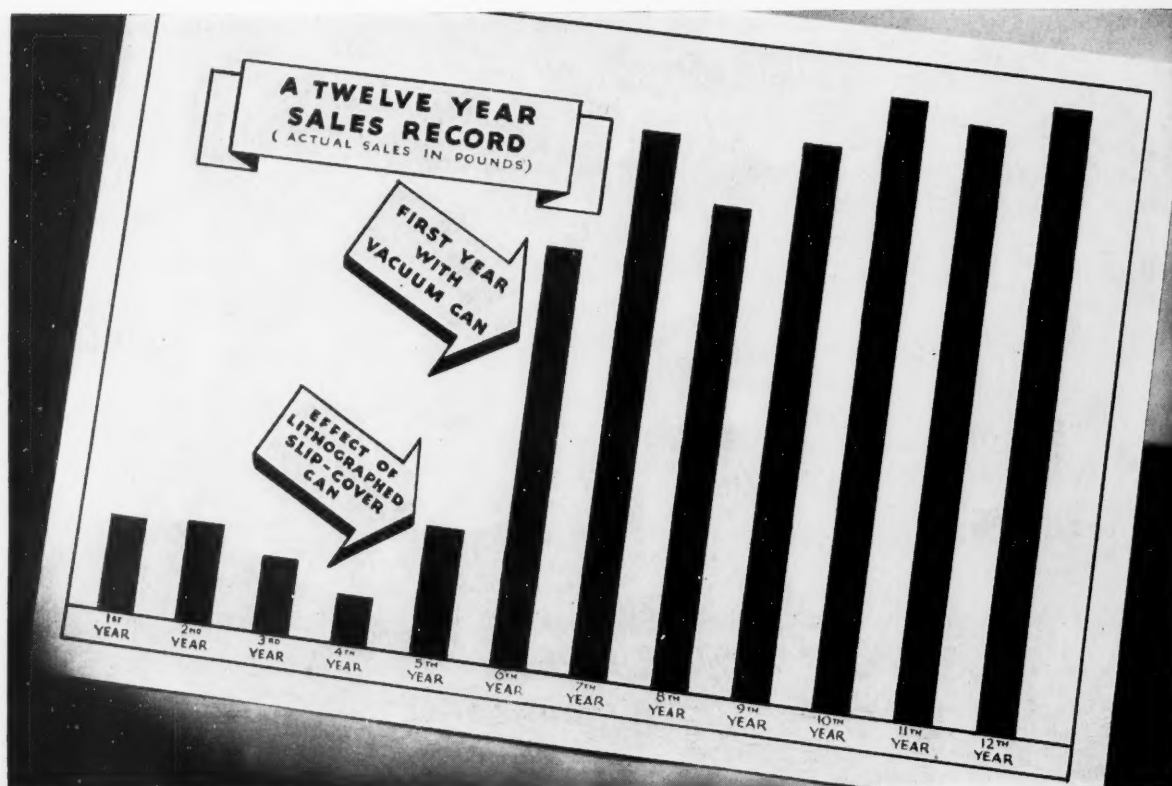
. . . *Send it to* **KIDDER**



who will keep it quiet and will present recommendations without charge. The offices of U. P. M.-Kidder Press Company are at Dover, N. H., New York, Chicago and Toronto.

SPECIAL PRINTING MACHINERY FOR INDIVIDUAL PACKAGING JOBS

What **BETTER PACKAGING** did **FOR THIS COFFEE** *...maybe it can do for you*



That progress in packaging means progress in sales is again brought home, by this chart.

Here was a splendid brand of coffee, packaged in paper cartons. But note the volume. Going down, down, down.

At the end of the fourth year shown above, the roaster adopted an American Can Company lithographed slip-cover can. What happened? Sales the year following were up almost 250%.

Then—still more progress, still greater results. After a boom year with the slip-cover can, the roaster decided on the finest coffee container of all—our Vacuum, Key-Opening Can. Again, the

chart tells the story. First year in vacuum cans, the brand leaped over 310%.

No theory to the sales power of modern packaging—it's hardboiled, demonstrable fact. If you have overlooked its possibilities for your product, we urge you to investigate them now. From the American Can Company you can get the complete, current picture of today's packaging opportunities—and of what sales-producing packaging developments are available for your product.

We invite you to use, without cost or obligation, Canco's knowledge, counsel and help. We think you will find it resultful.

AMERICAN CAN COMPANY



SAN FRANCISCO
111 Sutter Street

NEW YORK
230 Park Avenue

CHICAGO
104 So. Michigan Ave.

Bev-
card

WISS PI
BA

Cell
tri



Bev-L-Pak Bag,
cardboard insert

Flat, all-
glassine

Sell-O-Face
with card-
board insert

Duo-Wax

Bags by Royal!

Manufacturers are rapidly discovering how to give their products added sales advantages by packaging them in Bags by Royal.

Ask Royal to aid you in developing the proper bag for your particular sales requirements. The Royal representative in your territory will gladly furnish details upon request.

THOMAS M ROYAL & CO

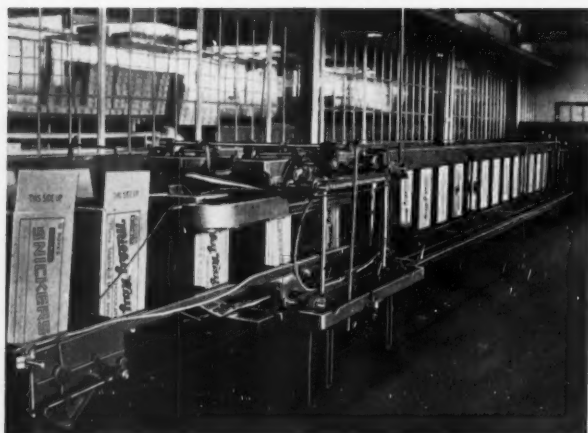
Department M

5800 N. 7th Street

PHILADELPHIA, U. S. A.

Cellophane
triplex

Flat Bond



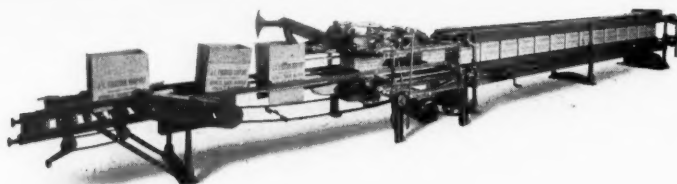
One of the Packomatic Container Sealing Machines, with 24-ft. dryer, in use by MARS, INC., CHICAGO

YOU TOO

CAN DEPEND UPON

PACKOMATICALLY

SEALED CASES TO
GET THERE SAFELY
AND TO COST LESS



PACKOMATIC AUTOMATIC
CONTAINER SEALER

**MACHINES
for all
PACKAGING PURPOSES
—AUTOMATIC—**

Carton Forming machines
Carton Sealing machines
Net type Weighers
Gross type Weighers
Volumetric Fillers
Carton Lining machines
Wax Wrapping machines
Coupon Folders and Feeders
Labeling machines
Container Sealing machines

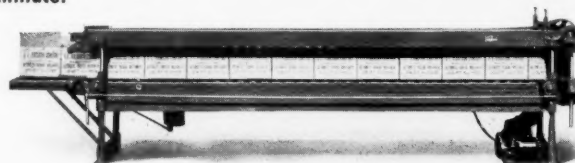
—SEMI-AUTOMATIC—

Carton Sealing machines
Net type Weighers
Gross type Weighers
Volumetric Fillers
Cellophane Wrapping machines

For sealing both top and bottom flaps of paper containers simultaneously.

Easily and rapidly adjustable for all cases of reasonable dimensions.

Furnished for any speed desired up to 25 or more cases per minute.



PACKOMATIC HAND GLUE
CONTAINER SEALER

For carrying cases under compression after adhesive is applied to inner flaps by the operator.

An automatic trip controls the intermittently operated belts as the cases enter.

Rapidly adjustable for wide range of sizes.

A PACKOMATIC ENGINEER WILL CALL UPON REQUEST—NO OBLIGATION

—BRANCH OFFICES—

20 E. Jackson Blvd.
CHICAGO, ILL.

11 W. 42nd St.
NEW YORK CITY

2216 Northland Ave.
CLEVELAND, OHIO

51 Clementina St.
SAN FRANCISCO, CAL.

PACKOMATIC

PACKAGING MACHINERY

J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

FROM COAST TO COAST..



THESE LEADING PACKERS
SEAL THEIR WORTHY PRODUCTS UNDER
**CROWN PATENTED
SLIP RUBBER RINGS**

EASY TO VACUUMIZE . . EASY TO REMOVE

CROWN CORK & SEAL COMPANY
BALTIMORE, MARYLAND

Send samples and quote on caps with the Crown
Patented Slip Rubber Ring—Size—

Name _____
Street _____
City _____
State _____

NOVEMBER, 1934

E-11

11



THE COLTON CLIPLESS CLOSURE

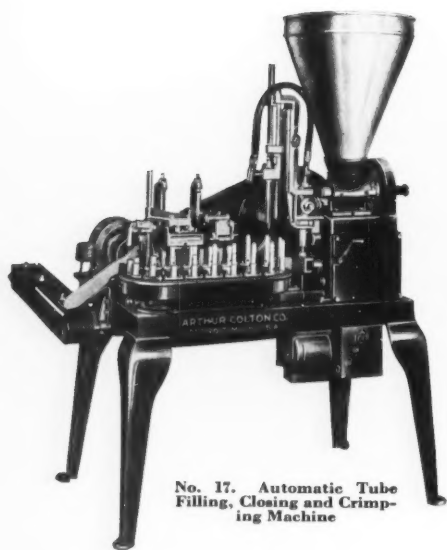
SEALED WITHOUT A CLIP! » » » » » » » »

This decorative, dependable closure is obtained simply by crimping the end of the tube on machine shown below.

The Closure is completely formed by making the two usual folds, making a third fold in the reverse direction, and then giving more rigidity to the folds by corrugating the folded end.

Savings in time, labor and material are effected because no clips need be bought, there is no loss of time to replenish clip rolls, and no maintenance expense on automatic clipping heads.

Write for a sample tube closed the Colton way.



No. 17. Automatic Tube
Filling, Closing and Crimp-
ing Machine

ARTHUR COLTON CO.

2600 JEFFERSON AVE., EAST

DETROIT

MICHIGAN

A NEW PRODUCT

Rancidity Retarding Old Gold

(U. S. PATENT APPLIED FOR)

SYLPHRAP

(REG. U. S. PAT. OFF.)

What is R. R. Old Gold?

It is a sheet of fully transparent SYLPHRAP made in plain greaseproof and moisture-proof grades, specially treated to make it practically impermeable to the visible and invisible rays of light which cause light sensitive products to become prematurely rancid and undergo undesirable changes in color, flavor and aroma.

Why You Should Use It

SYLPHRAP R. R. Old Gold, by retarding rancidity, and protecting your product against changes from light rays, keeps it fresh and in its original condition. Because it is fully transparent, and of a most attractive color, it allows you to show your product itself in a transparent wrap, bag, envelope or window carton, and does not distort the color of the product. The color does not bleed in oil, grease or water.

Remember, no matter how attractive an opaque package may be, nothing sells the product like the visible product itself.

Where is It Used to Best Advantage?

On oil bearing foods and products which are particularly light sensitive, such as: baked goods of all kinds, potato chips, butter, lard, cheese, oils, meat products, cereals, nuts, peanut butter, tea, coffee, spices, candy, fresh and dried fruits, fresh and dried vegetables, etc.

On soaps, perfumes, flavoring extracts, juices, etc., to preserve the original blended aroma and prevent the development of terpene odors.

Protect your products against the results of radiant energy by using SYLPHRAP R. R. Old Gold. Samples furnished upon request.

SYLVANIA INDUSTRIAL CORPORATION

Executive and Sales Offices: 122 East 42nd Street, New York

Works: Fredericksburg, Va.

BRANCH SALES OFFICES

201 Devonshire Street . Boston, Mass.
120 Marietta Street . Atlanta, Ga.
427 W. Randolph Street . Chicago, Ill.

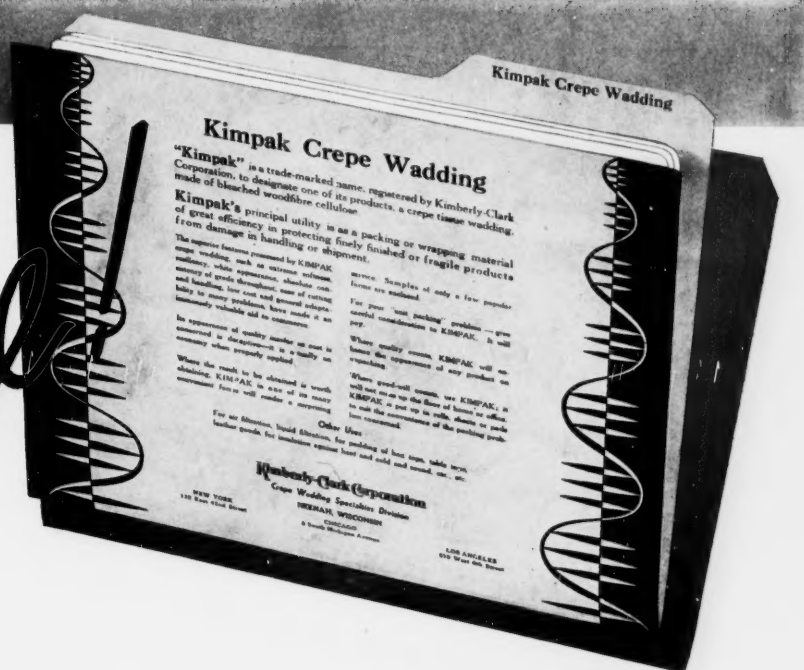


DISTRICT AGENCIES

Blake, Moffitt & Towne,
41 First Street, San Francisco, Calif.
Pollock Paper & Box Co.,
Dallas, Texas

Free!

THIS



1935 PORTFOLIO OF

Kimpak

REG. U.S. PAT. OFF. & FOREIGN COUNTRIES
CREPE WADDING

TO anyone interested in packing or shipping we offer, absolutely free, the KIMPAK "1935 Portfolio," regular file cabinet size. You'll find in it samples of the many types of KIMPAK—the best insurance against shipping damage.

KIMPAK is a soft, resilient crepe wadding that comes in rolls, sheets, and pads of various thicknesses. It is free of dirt, grit or other foreign substances. KIMPAK protects fine finishes, minimizes breakage during shipment. It gets your product to your customers in perfect condition.

Because it is easily applied, KIMPAK saves time, labor and money in packing or package protection. It will help you get and hold customers.

Send today for your copy of the "1935 Portfolio."

Send for it—you'll find the solution of your shipping problem

Make request on your letterhead.

Please address nearest office, Dept. MP-11



KIMBERLY-CLARK CORPORATION

Established 1872

NEENAH, WISCONSIN

8 South Michigan Ave., Chicago

122 East 42nd Street, New York

510 West 6th Street, Los Angeles

NOVEMBER, 1934

13

POROSITY—

A Robber of Container Strength



Guard Against This Condition

PROTECT Your Inside Packages with Dense CONCORA Linerboard

Shipping cases made with liners that are porous lack adequate protective qualities. Infiltration of air and moisture—weakens the container walls—sometimes to the point of collapse.

Where cans are packed, rust does its destroying work, often making them unfit for sale. Protect your packages and cans by specifying Container Corporation cases—made from dense, full weight CONCORA liners.

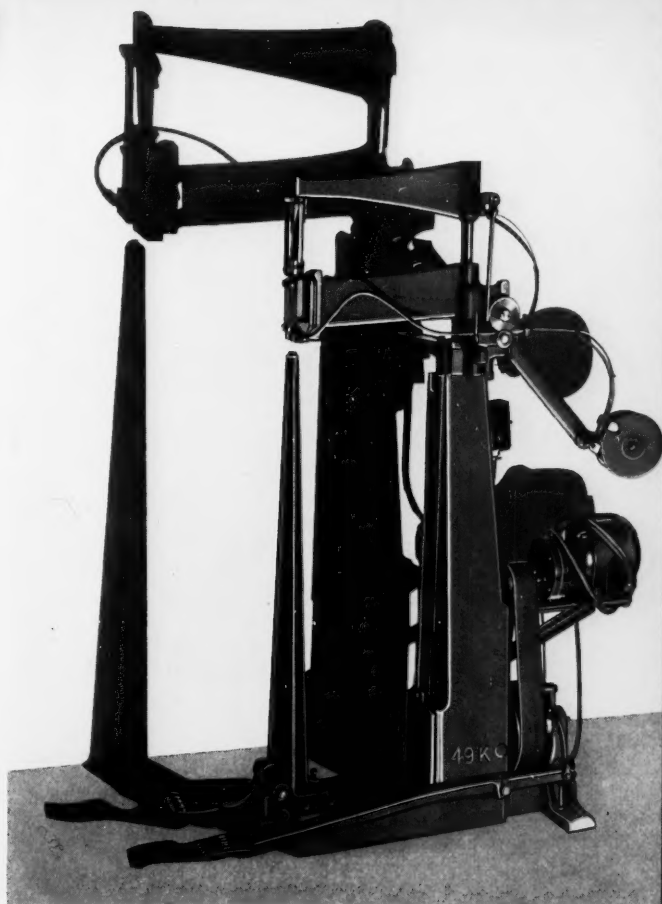
CONCORA liner has proved 25 times denser than board not made by the cylinder process.

CONTAINER CORPORATION OF AMERICA

GENERAL OFFICES—111 WEST WASHINGTON STREET, CHICAGO
MILLS AND FACTORIES AT STRATEGIC LOCATIONS

Stitch to Save!

As a worthy assistant to container makers and users, Saranac Model "K" stands far to the fore. Jack-of-all-trades, Model "K" is quickly adaptable to a hundred uses . . . Its remarkably low purchase price is matched by an operating cost equally surprising. For Model "K" takes standard sizes of wire from the spool, making and driving its own staples. No special fasteners (staples) or wire to buy---no limitation as to the source of supply.



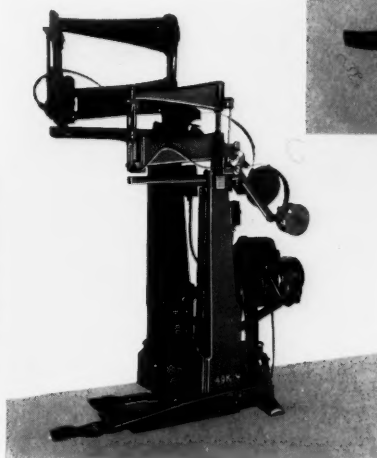
Equipped for Bottom Stitching.

Stapling head can be mounted in two positions, to drive staples parallel or at right angles to arm. The clutch control is positive. Model "K" is also available in foot power drive.

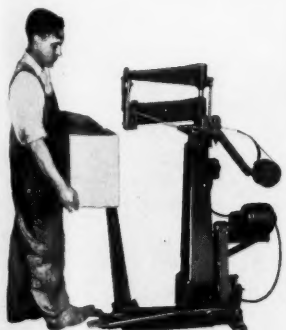
**LOW PURCHASE PRICE
LOW OPERATING COST
UNLIMITED USES**



Equipped for Side Stitching and General Use.



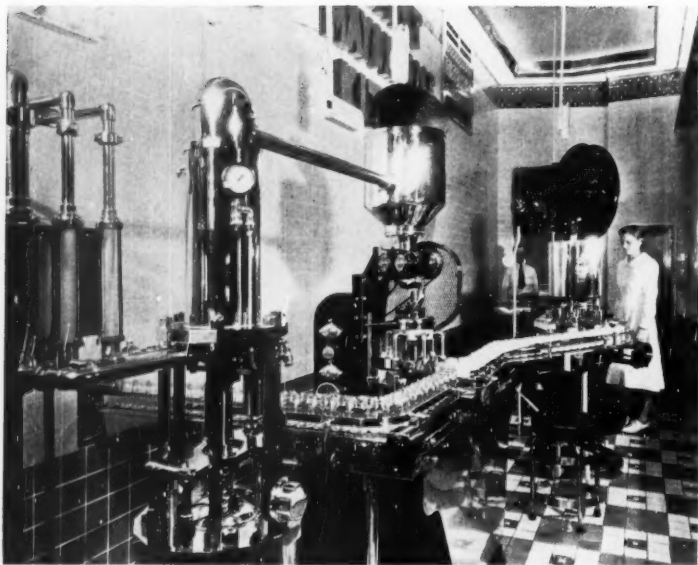
Quickly changed to Bottom Stitcher. Operates Simply, Swiftly and Easily.



The innumerable uses for Model "K" Wire Stitching Machine make it an independent unit, more than paying its own way wherever neatness, speed, security and economy are desired. Side stitching, bottom stitching, fastening suit boxes, attaching articles to display cards, securing shopping bag handles, bag sealing; these and countless other adaptations have placed Model "K" in the preferred position among popular-priced machines.

Write for complete information and prices. If you have a package fastening problem, draw upon our thirty-seven years of experience as manufacturers of container stapling machinery. Model "K" is only one of over 100 different and distinct types of Saranac Wire Stitching Equipment.

SARANAC MACHINE COMPANY BENTON HARBOR MICHIGAN
Stitching Machinery Specialists



CaPeM installation
Kraft-Phenix Cheese Exhibit
"Century of Progress"

Sorts— Feeds— Applies—

Any Rotated Closure

CAPEM Automatic Cappers will handle all shapes and sizes of screw or lug caps of either metal or plastic construction.

CAPEM

**AUTOMATIC
SCREW CAPPING
MACHINES**

Built by

Consolidated Packaging Machinery Corp.
1400 West Avenue Buffalo, N. Y.

BRISTOL MYERS CO., BORDEN'S, E. R. SQUIBB & SONS, KROGER, HIRAM WALKER & SONS, EMERSON DRUG, KRAFT-PHENIX, STANDARD OIL OF N. Y., STANDARD OIL OF CALIFORNIA, STANDARD OIL OF INDIANA, BEST FOODS, COMMERCIAL SOLVENTS, LIQUID VENEER, WILDROOT CHEMICAL, PARKE DAVIS, AMERICAN STORES, JOHNSON & JOHNSON, BAYER CO., UNITED DRUG, MCKESSON & ROBBINS, CONTINENTAL DISTILLERIES, E. I. DU PONT, LIBBY McNEIL, CORN PRODUCTS CO., COLGATE, SWIFT & Co., and many others.

CAN YOU IMAGINE this group of representative concerns all making the same economic blunder . . . and continuing to make it? Hardly! It's easier to believe they originally purchased CAPEM Automatic Cappers after thorough investigation and that they continue to specify them on a strictly "PERFORMANCE" basis.

*A Wealth of Closure Experience Is
Yours for the Asking. Write Us.*

HOW TO VARNISH CARTONS OR LABELS, AT LOW COST on a regular FLAT BED PRESS

No costly equipment—No special treatment
needed to get even, brilliant coating.

The eye readily acknowledges the superiority of a well varnished carton. Sales records confirm it.

But varnishing is supposed to be a tedious, expensive process . . . requiring special equipment . . . taking much time.

So it was . . . once! Today, Surface Products Controlled Gloss Varnishes make possible far better varnish effects than ever before . . . and at surprisingly small expense!

How? Because they can be applied, by your own box maker or label maker, on regular flat bed presses, without special equipment. Because they provide a smooth, even, brilliant coating without penetrating into the board. They will not regenerate heat, will not stick. Best of all, any desired degree of gloss may be obtained . . . for they are truly named, Controlled Gloss Varnishes.

Specify Surface Products Varnishes.
Write us for full information.

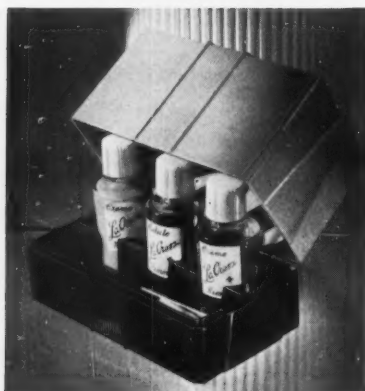
 *Surface* PRODUCTS Co., Inc.
Laboratories
118 QUE STREET N.E. • WASHINGTON, D.C.





Modern Merchandising *with the aid of Bakelite Materials*

BAKELITE MATERIALS have played an important part in the merchandising of pharmaceuticals, beautifiers, cosmetics and other goods sold in drug stores. Counter displays, demonstrators, containers, and closures in most pleasing as well as practical designs have been made of Bakelite Materials.



Three interesting examples are presented here. One is the Nuswift First Aid Kit, completely assembled in a hinged box formed of lustrous duo-tone Bakelite Molded. Its attractive appearance is a real sales help. Another is the LaCross manicure set, with the bottles set in a Bakelite Molded base, having a molded hinged cover of a contrasting light color.

In demonstrators, the Savage Lip Stick Selector is a sales winning de-

vice. The base, designed on severely simple modern lines, is of black Bakelite Molded, formed with accurately dimensioned recesses for the various items displayed. In addition, all of the bottles shown have Bakelite Molded Closures.

We will be glad to discuss with manufacturers the sales advantages of Bakelite Materials for packaging and displaying, and also will mail upon request booklet 8C, "Restyling the Container to Increase Sales."

BAKELITE CORPORATION, 247 Park Avenue, New York, N. Y. 43 East Ohio Street, Chicago, Ill.
BAKELITE CORPORATION OF CANADA, LIMITED, 163 Dufferin Street, Toronto, Ontario, Canada

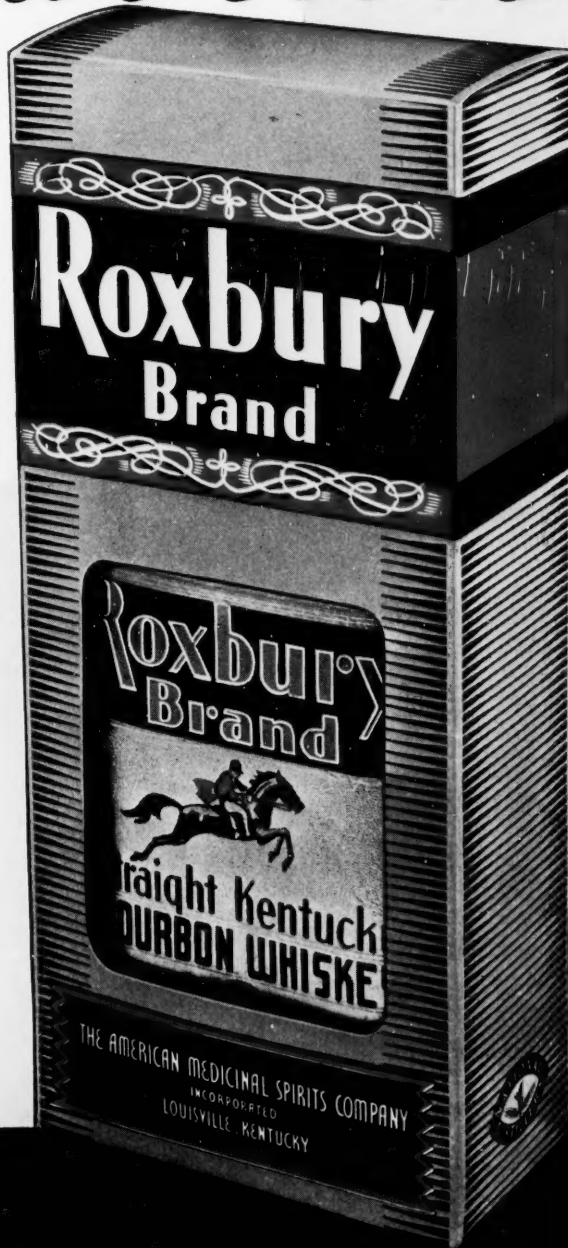
BAKELITE

The registered trade marks shown above distinguish materials manufactured by Bakelite Corporation. Under the capital "B" is the numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products.

THE MATERIAL OF A THOUSAND USES

*Visit the Bakelite Booth at the 1st Annual Exhibit of the Plastic Industry, 425 4th Ave., New York City, Nov. 15th to Dec. 15th

Individuality



INDIVIDUALITY in package styling is vital in the present day effort to gain and maintain Industrial Supremacy.

The Liquor Industry is undoubtedly the best example of one requiring every ounce of resourcefulness to gain favor with the ultimate consumer.

The American Medicinal Spirits Company, subsidiary of National Distillers, recognizing this need, has paid tribute to Empire's creative ability by selecting the design illustrated above.

It is suggested that you avail yourself of our facilities by communicating with our nearest office.



EMPIRE BOX CORPORATION
Folding Cartons

Eastern Sales Office
1019 LINCOLN BUILDING,
NEW YORK, N. Y.

FACTORIES
NEW BRUNSWICK, NEW JERSEY
SOUTH BEND, INDIANA.

Western Sales Office
330 S. WELLS STREET,
CHICAGO, ILL.

Birthrate—2,200,000 Per Annum



The Gerber Products Company is just as careful and exacting in regard to its labels and advertising material as it is about the quality and purity of the products within its packages.

The famous Gerber Baby, which typifies to millions the high quality of Gerber foods, has set for us at the Michigan Lithographing Company, an equally high standard of quality to follow in producing Gerber's millions of labels, displays, etc.

If your pride in your products extends with equal emphasis to your packages, you will find an unusual degree of satisfaction in working with lithographers whose own pride in their work assures you of constant, uniform perfection. You will be doubly pleased to know that Michigan quality—high though it is—has not affected Michigan's ability to quote prices well within the competitive range.

MICHIGAN LITHOGRAPHING COMPANY
GRAND RAPIDS, MICHIGAN

m



Y



Again— AMERICAN INSULATOR PROVES ITS ABILITY TO PRODUCE **FINER** MOLDED PACKAGES



American Insulator is showing a wide variety of its products at the First Annual Plastics Exhibit in the offices of Breskin & Charlton Publishing Corporation at 425 Fourth Ave., New York.

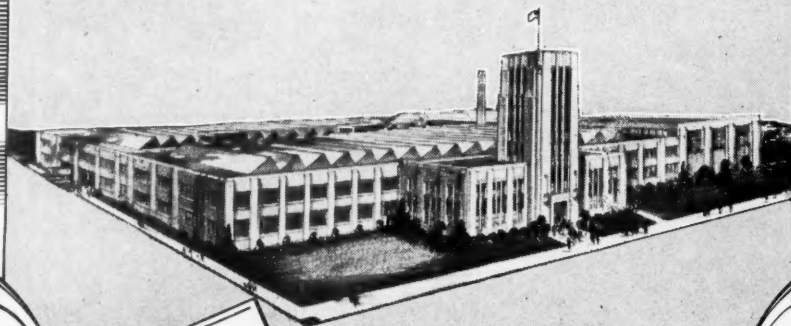
Only eight years ago, molded packages were practically unknown. Among the first successful molded boxes were ones done by American Insulator.

Since then, year after year, we have built up our experience by turning out successful molded packages . . . until today, as in many other molding divisions, American Insulator stands pre-eminent in the packaging field. We present these, the 1935 Pioneer boxes, as typical of the quality of our work.

To you, who have yet to secure a fine molded package, produced at a cost within reason, we urge an investigation of our record, our plant and our personnel. A representative will gladly call. Write to---

AMERICAN INSULATOR CORP.
NEW FREEDOM, PENNSYLVANIA

Climaxing
a QUARTER CENTURY of
SERVICE



*You are invited
to visit this
Chicago Carton
Plant...*

CHICAGO CARTON CO.

4433 OGDEN AVENUE

CHICAGO, ILLINOIS

THE CHICAGO CARTON COMPANY since 1908 has produced the highest quality folding cartons and labels. New mechanical improvements in carton and label manufacture have been adopted. New means of producing the ultimate in beauty, serviceability, and salability have been constantly developed.

Three times in this period customer approval has forced moves to larger quarters. Now to climax a quarter century of progress the Chicago Carton Company moves to its new plant—the most modern folding carton plant in the world. Here new equipment and new methods will facilitate the production of even finer cartons than we have produced in the past.

PRIVATE DESIGN PAPERS

TEAR OFF - MAIL NOW

FIRST CLASS
PERMIT No. 2296
(Sec. 510 P.L. & R.)
PHILADELPHIA, PA.

BUSINESS REPLY CARD

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

2¢ - POSTAGE WILL BE PAID BY—

MATTHIAS PAPER CORPORATION

425 ARCH STREET

PHILADELPHIA, PA.

Tell the world about your other products, your plant, your policies. Yet do your telling without added expense, without waste circulation.

Matthias Private Design Papers (costing no more, often less than stock brands available to anyone) have proved their ability to deliver important reminder sales messages to your best market—the users of your own products. They have increased consumer and dealer acceptance for others. They can do as much for you.

We will gladly cooperate with you in planning an effective EXCLUSIVE paper. Tear off the card. Mail it today. No obligation, of course.

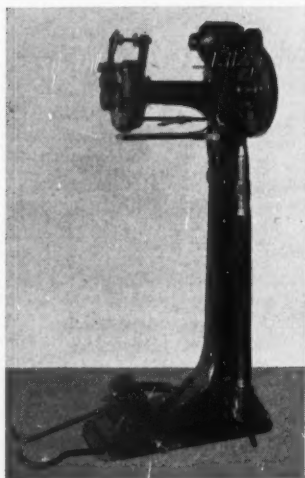
MATTHIAS PAPER CORP.

425 ARCH STREET, PHILADELPHIA, PENNA.

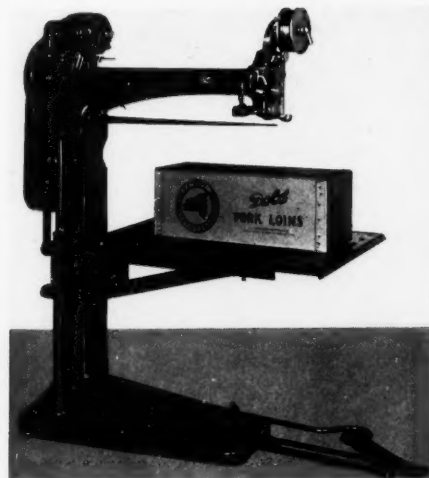
FANCY PAPERS OF EVERY TYPE

PRE-EMINENT IN

Bliss Boxes and Bliss Equipment Will Modernize Your Shipping



Bliss Box and Bottom Stitcher



Bliss Power Lift Top Stitcher

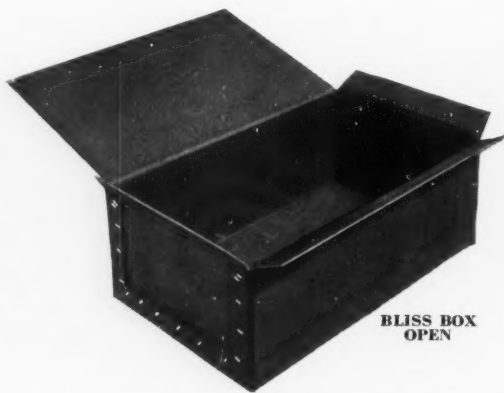
This Bliss Type Stitching Machine is used by shippers for conveniently and rapidly assembling Bliss Boxes in their own plants. BLISS BOXES reduce your container costs as much as 10% or 15% through saving of board and freight charges, when compared with other types of fibre containers.

Fresh and smoked meats, shoes, canned goods, cereals, chemicals, matches and sanitary papers are some of the products shipped in Bliss Boxes. The BLISS BOX construction with all vertical seams reinforced assures safety to your products while stored and in transit.

After the BLISS BOX is filled, the Bliss Power Lift Top Stitcher seals it quickly and firmly. Its almost entirely automatic operation enables the operator to seal many more containers per day, with a corresponding saving in cost, than can be handled on older types of Top Stitchers.

BLISS BOXES can be made from Solid Fibre Board or from any type of Corrugated Board.

Millions of Bliss Boxes are used every year for domestic and foreign shipping.



BLISS BOX
OPEN



BLISS BOX
SEALED

Consult Our Representative—No Obligation

DEXTER FOLDER COMPANY

Bliss, Latham, and Boston Wire Stitching Machinery for All Types of Fibre Containers

28 WEST 23rd STREET, NEW YORK, N. Y.

CHICAGO
117 W. Harrison St.

PHILADELPHIA
5th and Chestnut Sts.

BOSTON
185 Summer St.

CLEVELAND
1931 E. 61st St.

ST. LOUIS
2082 Railway Ex. Bldg.

SAN FRANCISCO
LOS ANGELES-SEATTLE
Harry W. Brintnall Co.



YOU PROTECT PROFITS, TOO when Alcoa Aluminum Foil Protects your Product

• How can packaging in Aluminum Foil increase your profits?

First, by enhancing appearance. Goods on shelves or in showcases compete for attention. Gleaming Aluminum Foil-wrapped packages reflect every ray of light. They smile, catch women's eyes. Their appearance says "See the greater pride my maker takes in *me*." And women buy.

Second, when your product is opened at home... It Satisfies; because unwanted moisture, light, heat and air have been kept out. It's FRESH, attractive. It encourages *repeat* buying.

This thinner-than-paper Aluminum Foil is tough, solid metal. It looks expensive... which is an advantage. Yet there are up to 43,300 square inches to the pound! It reflects radiant heat and light. Tests have shown that *inside* a foil wrapping can be 10 to 15 degrees cooler than *outside*. It **KEEPS** its brilliant brightness. And it is so light that it reduces shipping costs.

We cannot tell you all your profit advantages here. Tell us what your product is... and we will send full information with samples of Alcoa Aluminum Foil appropriate to your use. ALUMINUM COMPANY OF AMERICA, 1829 Gulf Building, Pittsburgh, Pa.



ALCOA · ALUMINUM



While so many hundreds of liquor brands are achieving only limited sales success, those brands which have utilized labels designed and manufactured by Richard M. Krause are winning a sales volume far above the average. Thus, in the liquor industry is the experience of hundreds of other manufacturers repeated — thus is the superiority of Krause design and Krause workmanship once again demonstrated.

Richard M. Krause inc.

2 EAST NINETEENTH ST.



NEW YORK CITY



PACKAGES DESIGNED BY R-T-G *sell on sight!*

An excellent example of how R-T-G package-merchandisers find the sales-compelling idea in a product, and successfully incorporate it in the package design, is illustrated in the eight new Madison Foods packages.

Each package tells its own direct sales story—simply, quickly, effectively—with a distinct family resemblance prevailing throughout the entire line, encouraging and facilitating sales of the lesser-known products by the similarity to the "leaders" of the packaging scheme employed.

If your sales are lagging an invitation to the R-T-G package specialists to constructively criticize your packages may prove unusually profitable.

THE RICHARDSON-TAYLOR-GLOBE CORPORATION

DESIGNERS AND PRODUCERS OF PROFITABLE CARTONS AND DISPLAYS

4511 West Mitchell Avenue

• Winton Place

• Cincinnati, Ohio

NOVEMBER, 1934

27

Here's what by

LEHN & FINK, INC.
A DIVISION OF
LEHN & FINK PRODUCTS COMPANY

GENERAL OFFICES
BLOOMFIELD, N. J.
NEW YORK OFFICE
603 FIFTH AVENUE

DISTRIBUTORS OF
PEBECO TOOTH PASTE
"LEMON" DISINFECTANT
BROWN ROSEY & ALMOND CREAM
AND OTHER SPECIALTIES

BLOOMFIELD, N. J.
October
Two
1 3 3 4

Continental Can Co., Inc.
100 E. 42nd Street
New York, N. Y.

Att: Mr. W. F. Bredemeyer, Sales Mgr.

Gentlemen:

We have received the initial shipment of our
Pebeco Tooth Powder Containers and feel that we cannot
let this occasion go by without passing on to you our
reaction and sincere thoughts.

The art work has been exceptionally well
executed, giving the Container a tremendous eye appeal.
The can is absolutely powder tight at the point of con-
tact of the breast and the body, which we feel is necessary
to the success of an oval powder can. The new tilt top
cap is novel and very practical.

We are very well pleased with, and commend highly
your Art and Development Department for their aid and help
in developing the Can and the design.

We feel that with so attractive a container for
so generous a portion of quality Pebeco Tooth Powder, it
will immediately be claimed, by the Public, as the BUY OF
THE DAY.

Very truly yours,
LEHN & FINK, INC.

By: *Jerome Samet*
Director of Purchases

JSamet:H

CONTINENTAL

NEW YORK

CHICAGO

we mean PACKAGING SERVICE



● Letters such as Lehn & Fink's, of which we receive not a few, inspire our organization to even greater efforts. We can also serve you to your satisfaction.

CAN COMPANY

SAN FRANCISCO



LOOK BEYOND THE LABELand discover why **CAMEO'S** work excels!

*P*APER stocks are available to all label-makers alike. Printing equipment in most plants today is of a high order. The true test of label service lies in the quality of its engravings.

And there Cameo excels!

For Cameo's engravings are made by our own trained craftsmen, right in our own plant . . . made by men whose years of engraving experience have been devoted exclusively to our type of work, men who follow every job through from first sketch to final lock-up on the press, men whose every instinct is to accept only perfection.

Because such craftsmanship characterizes the Cameo output, hundreds of manufacturers, large and small, avail themselves of Cameo service. Because such craftsmanship is equally important to you, we suggest you investigate our claim. Write to---

C A M E O

DIE CUTTING & ENGRAVING CO.

142 WEST 22ND ST., NEW YORK, N. Y.—TELEPHONE WATKINS 9-4904

Modernized... With

IDENTITY RETAINED

Cable Address
Revelation, San Francisco

REVELATION TOOTH POWDER

August E. Drucker Company

OFFICE & FACTORY: 2226-2234 BUSH STREET
SAN FRANCISCO
CALIFORNIA

Branches:
New York : Chicago



A POWDER OF MERIT

For a long time we hesitated to change our Revelation package, because we thought we might lose sales by doing so. But we were borrowing trouble, as events have proved. Both our wholesalers and dealers have complimented us highly on the new design, and tell us that consumers accept it either without question, or with favorable comment.

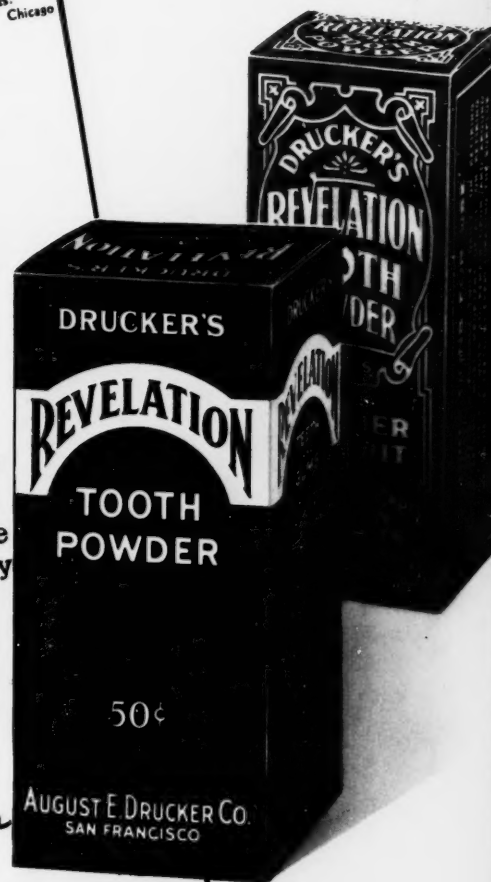
Long years of experience with "U.S." as a source of supply prompted us to put the re-designing job into their hands, and we are well pleased with the results. They not only modernized our package, but also maintained the identity of Revelation Tooth Powder.

Very truly yours,

AUGUST E. DRUCKER CO.

Clarence Drucker
Clarence Drucker

MEMBER: SAN FRANCISCO CHAMBER OF COMMERCE



OUR PRODUCTS HELP

SELL YOUR PRODUCTS

THE UNITED STATES PRINTING & LITHOGRAPH CO.

CINCINNATI
312 Beech Street

NEW YORK
52-K East 19th Street

BALTIMORE
412 Cross Street

ARE YOUR PACKAGES ENTERED IN



THE 1935 "ALL-AMERICA"?

There's more to this business of running a contest than meets the eye. It has its joys. It has its heartaches and, worst of all, it has its headaches!

Begging your pardon, you who enter your packages at the last moment are the greatest headache. For with over two thousand entries in last year's contest, we know from experience that some packages are bound to be mislaid or mis-labelled in the last minute rush.

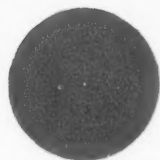
If you have had a part in designing or manufacturing a new and outstanding package during this year, you undoubtedly want to enter it in this, the fourth annual All-America Package Competition.

But, like ourselves, you are human. It's so easy to put it off till the last minute.

Please, please give us a break. We promise in return to put early entries way up front where the judges can see them.

ALL-AMERICA PACKAGE COMPETITION

425 FOURTH AVENUE, NEW YORK



TWO MORE PRIZE WINNING PACKAGES

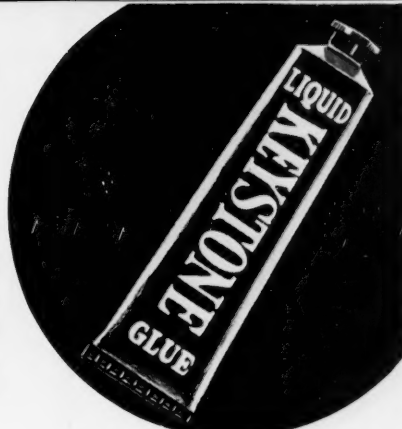


Received "Modern Packaging" award
as one of 100 Outstanding Packages

Filled on



**STOKES
FILLING
MACHINES**



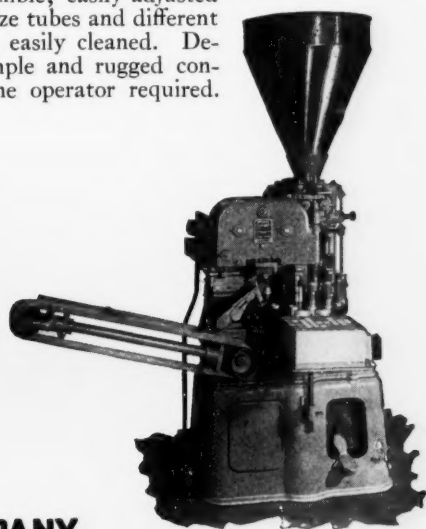
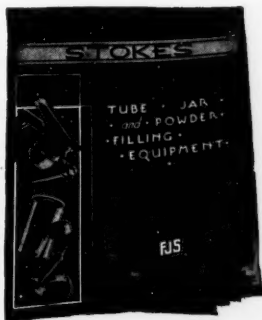
Received "Modern Packaging" award
as one of 100 Outstanding Packages

This is but one of a wide variety of packages economically and cleanly filled on one of the new No. 15 Series of STOKES Powder Fillers. No. 15 Series includes 15-B hand-fed model and 15-C and 15-E automatic machines, suitable for filling insecticides, chemicals, drugs, spices, cosmetics, etc. Accurately handle 20 to 75 containers per minute depending on model, material and type of container. Basic model 15-B can be converted into automatic models without loss of investment. All models simple, rugged, flexible. Write for Catalog 34-F.

Machine shown is No. 15-C Powder Filler and Capper. Capacity up to 50 per minute with one operator (two, if capper is used). Has adjustable container carrier, no can—no fill control, dust collecting nozzle and conveyor for finished packages. Simple, rugged. Fills cleanly and accurately. Can be converted into 15-E model which has a speed up to 72 small containers per minute. No. 15-E is usually provided with automatic "take-off" for containers which saves one operator. Exact indexing and proper timing preserve great accuracy along with high speed. Both models are readily "changed-over" for different products and containers.

This tube is one of many nationally advertised products successfully filled on STOKES Tube Fillers—hand-operated, semi- and full-automatic machines. Models are available to apply either the patented STOKES "DiamonLock" Closure (no clip required) or the new STOKES Westite Closure which is both airtight and leakproof. A special folder describes this new development for which patents have been applied. Also explained in Catalog 34-F.

Machine shown is model No. 90-DH Automatic Filling and Closing Machine. It applies all three types of STOKES clipless closures, the double and quadruple fold "DiamonLock" or the WESTITE Closure with "DiamonLock" crimp. Capacity—135 gross per 8-hour day. Accurate; fills even small tubes with tolerances of only few grains. Clean; "no tube—no fill" control prevents discharge when there is no tube in filling position. Flexible; easily adjusted for different size tubes and different materials and easily cleaned. Dependable; simple and rugged construction. One operator required.



Write for Catalog

FJS STOKES MACHINE COMPANY

Packaging Equipment Manufacturers since 1895

5970 TABOR ROAD

New York Office—103 Park Ave.

OLNEY P. O.

Los Angeles Office—1231 E. 7th St.

PHILADELPHIA, PA.
Cincinnati Office—230 Wilmuth Ave.



You can't have this package



*but — we will prescribe
one for YOUR product*

The Ritchie formula combines
manufacturing experience with
knowledge of merchandising
and modern ideas in correct
proportions to produce fine
packages.

W. C. RITCHIE and COMPANY

PAPER BOXES

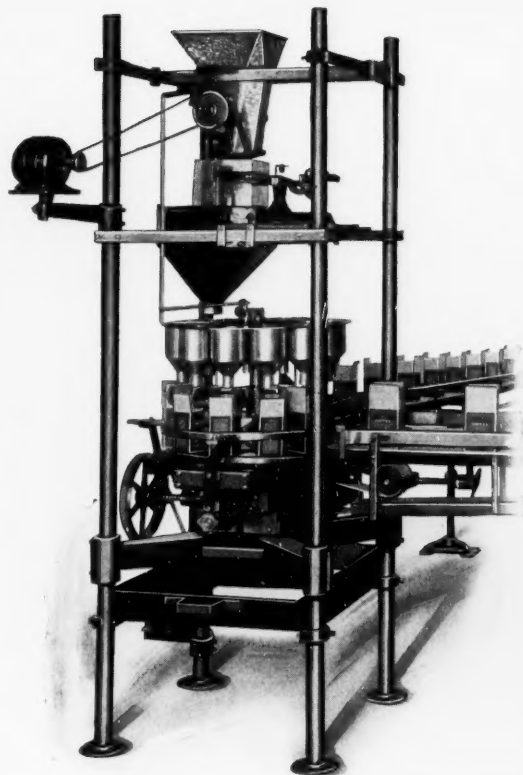
CHICAGO

ALLIED PRODUCTS

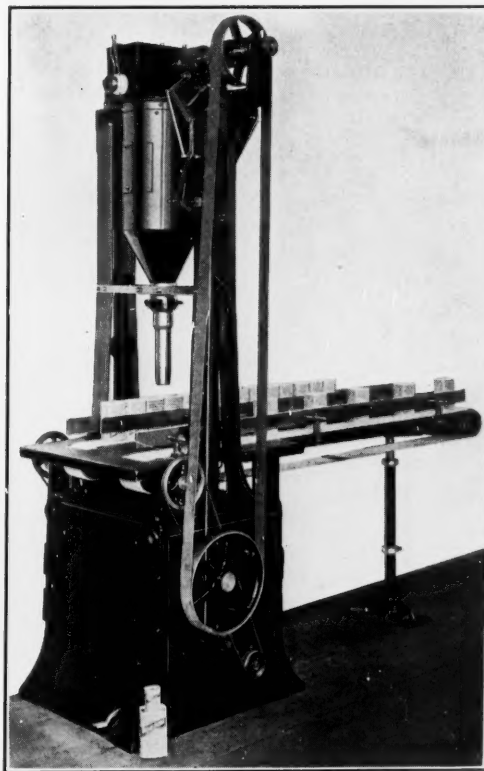
NEW YORK

FIBRE CANS

Akron • Cincinnati • Detroit • Minneapolis • St. Paul • Los Angeles • Nashville • Louisville • Memphis



National Scott Full Automatic Net Weigher; employs a National Power Feed mounted above a Scott Weigher, dumping the product into rotating operating hoppers at a speed of 30 a minute. Containers pass from feeding to receiving conveyors without the aid of an operator, at constant speeds.



National Model MG Semi-Automatic Filler and Weigher. May be used either as (a) a weigher, for special accuracy, (b) as a packer, for snug containers or those having reduced filling openings or (c) as a volume filler, for speed supplied for free-flowing products provides high production without tiring its single operator.

DOES YOUR PLANT REQUIRE FILLER FLEXIBILITY?

Then study the photo below, showing cans and containers of every shape and size, filled and weighed on easily adjusted National machines. Change-overs from one size, shape or weight to any other may be made in less time than it takes to tell. Accuracy and speed are not affected by type of container filled.

Whatever your filling and weighing requirements, there is a U. S. Automatic Net, Gross Weigher or Filler which, in actual use, has proven its ability to meet your needs. Investigate. Learn how they are giving high speed, accurate, money-saving production at low initial and operating costs. Write to---



NATIONAL PACKAGING MACHINERY CO.

DIVISION OF

UNITED STATES AUTOMATIC BOX MACHINERY CO., INC.

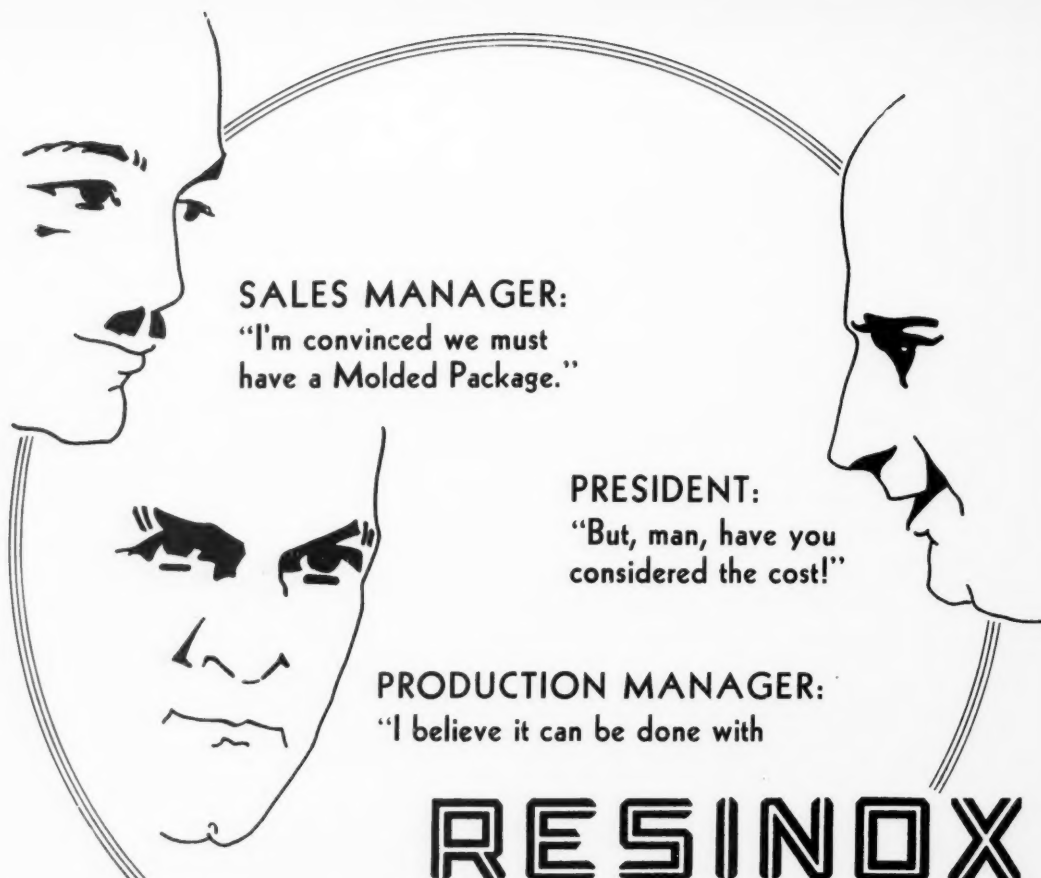
459 WATERTOWN STREET, NEWTONVILLE

BOSTON, MASS.

New York Office—30 Church Street, Room 436

Chicago Office—53 W. Jackson Blvd., Room 447

Cleveland Office—4601 Pearse Avenue



SALES MANAGER:

"I'm convinced we must have a Molded Package."

PRESIDENT:

"But, man, have you considered the cost!"

PRODUCTION MANAGER:

"I believe it can be done with

RESINOX"

An Improved
THERMO-SETTING Plastic
having ALL these Qualities

- Unusual plasticity, with freedom from flow marks.
- Wide color range, in pastel tints and other colors.
- Non-fading and non-bleeding.
- Water and alcohol-proof.
- Odorless and tasteless.
- High torque strength.
- Will not warp, check, or mottle.

NOTE:

There is a complete line of Resinox resins and molding powders suitable for all molding purposes. New in the Resinox family is a material for radio tube bases, which withstands high heat tests, cures quickly, gives a lustrous finish, will not blister or chip.

This unusually fine molding material is given new uses every day. Here are the reasons why: Resinox is available in a wide variety of colors. It is waterproof and fadeproof. It will not absorb moisture or change color. It even resists boiling water, dilute acids, and alkalis. Resinox is odorless and tasteless. It has a transverse strength of 16,500 lbs. to the square inch, assuring minimum breakage and chipping. It molds perfectly. Close-fitting threads or movable parts may be molded of Resinox with every confidence that these parts will not "swell," "stick," or "crack." Because of these many advantages, you will find Resinox an ideal material for molded packages, and particularly if your product be a food, beverage, or cosmetic. You will find also that Resinox is moderately priced.

RESINOX CORPORATION

Subsidiary of Commercial Solvents Corporation and Corn Products Refining Company
230 Park Avenue, New York City



KEEP IN TOUCH WITH RESINOX DEVELOPMENTS

the PERFECT CLOSURE

COVERS EVERY BOTTLING AND PRESERVING NEED AND PURPOSE

Vacuum Sealed



Vapor Sealed



TO OPEN
Pry up

WHITE
New York

CAP
CHICAGO

COMPANY
London, England

TO RESEAL
Press on



W H I T E C A P S

Does Your Product Present Display or Use Difficulties?



... then consider this AMES DENTAL CEMENT PACKAGE

The Ames Cement Carton-family is a typical instance of Illinois ability to produce cartons that are planned for use as well as for sale. The die-cut holes in the back of the larger carton serve as a ready identification for the dentist-user. The brilliant colorings... made more brilliant by the unique quality of Illinois carton board... provide an attractiveness that permits use

of the product before the patient's eyes. Sales records show that these outstanding cartons are doing an outstanding selling and service job. If you sell to the general public or to some special group we suggest that you investigate Illinois ability to do an equally outstanding job in the solution of your carton problems.

Illinois Carton board is made to our specifications by the American Coating Mills, Inc., of Elkhart, Indiana

ILLINOIS CARTON AND LABEL CORP.
ELKHART INDIANA

CHICAGO

NEW YORK CITY

BRANCH OFFICES: TRIBUNE TOWER, CHICAGO

22 E. 40th ST., NEW YORK CITY

MODERN PACKAGING

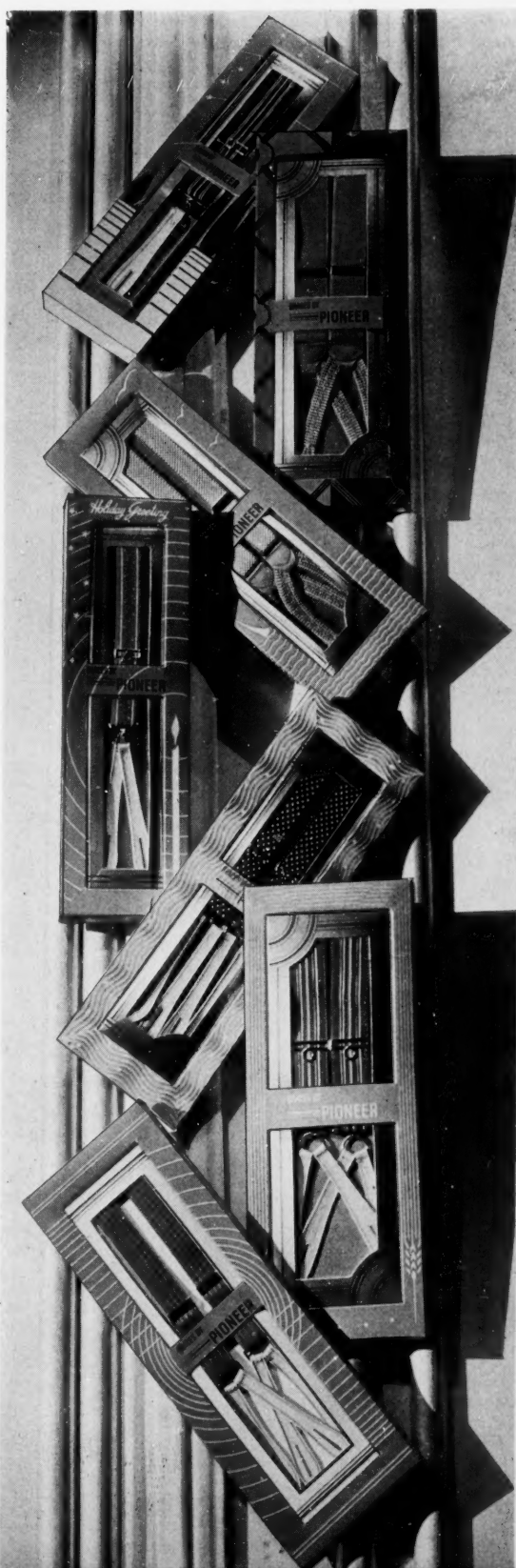
VOLUME 8 . NO. 3 . NOVEMBER . 1934

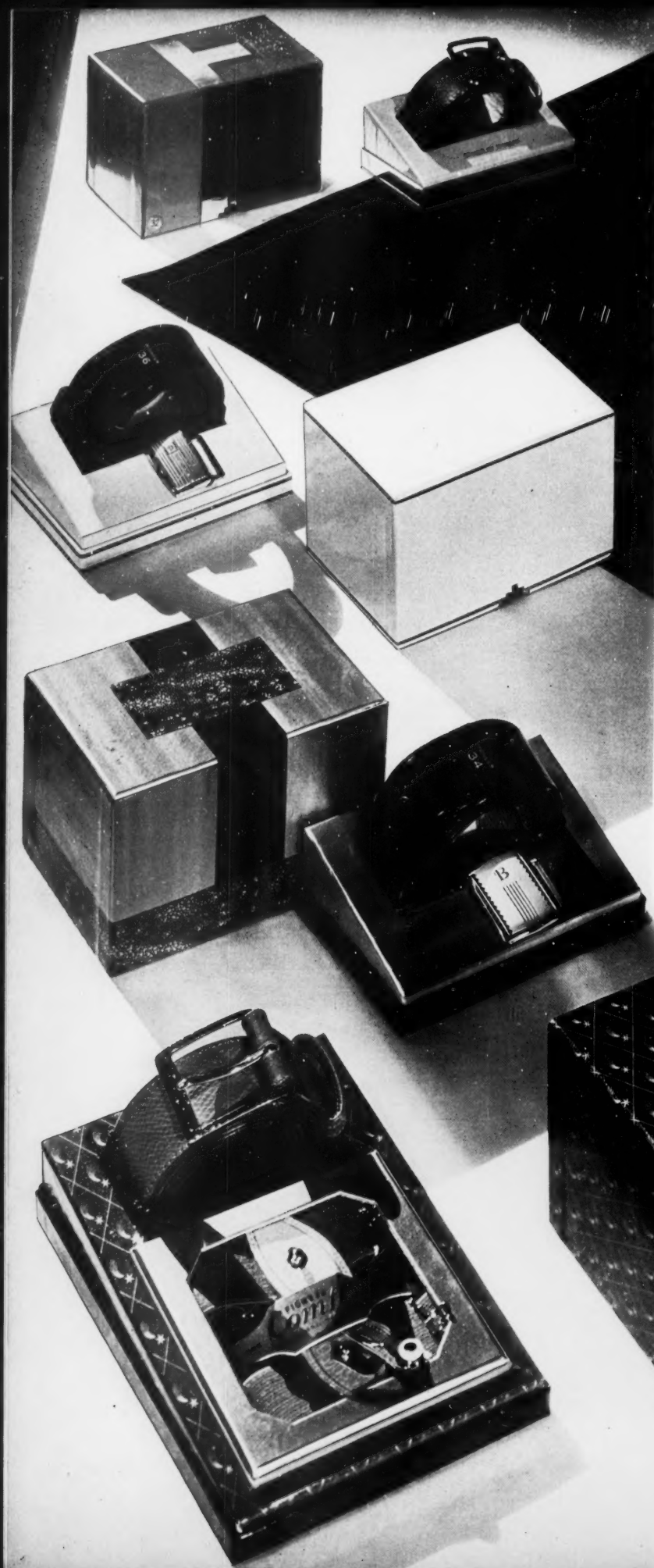
ATTAINING UTILITY VALUE AND PRODUCT PRESENTATION

STYLE leadership is not attained by repetition of the words. For over half a century Pioneer Suspenders Company has bent its efforts toward the manufacture of the highest quality merchandise that can be produced within defined selling price ranges—quality hand in hand with style. The company styles everything that enters into the production of its products, down to the packages in which those products are merchandised. And it has produced a long line of outstanding developments in the manufacture of braces, garters and belts—probably more in number than the major portion of the combined industry. Pioneer maintains its own development laboratory, art department and style department wherein are created and tested the many new styles and improvements which the company has given to its trade each successive year.

Pioneer packages are designed with two purposes in mind: They must have real utility value and they must properly present or frame the products. In the final analysis, of course, the successful package is that which sells its contained merchandise. It may have a color appeal, a style or utility appeal, but, above all, it must dramatize the product. It must make the prospective purchasers *see* "quality"; it must give the *feel* of "distinct advantages." If a package is dull and uninteresting, it lacks the appeal and attractiveness which makes one want to pick it up because it promises something of interest. Its design, color, size, shape and utility value, as well as its conformity to the merchandise and its proper display, are all most important factors that should receive consideration.

Packages for Pioneer products—braces, garters and belts for men—must be masculine in their appeal to men, yet they must also make an appeal to women, considering that so many purchases for gift purposes to men are made by women. The woman purchaser





must see in these packages something which appeals to her, and which she knows will appeal to "him."

The foregoing objectives, as stated by the Pioneer Suspender Company, constitute the sales logic which is exemplified in the new packages that are now making their appearance on the market—packages characteristic of the progress which that company has consistently shown in this direction. The accompanying illustrations show the various types offered, each giving evidence of ingenuity in style and a desire to present that which is new and will intrigue the prospective buyer. One cannot fail to be amazed at the wide variety of materials used in the design and construction of these packages. Here we find folding cartons and set-up paper boxes that vie with the very best in decoration and coverings; metal and molded boxes and displays, wooden containers, transparent wrappings and displays—a selection which leaves little to be asked for.

Each of the group on page 39 make use of the type of carton designed as a substitute for individual set-up boxes, always used heretofore. This represents a new departure suggested by the necessity of producing these numbers so as to retain the popular prices at retail of \$1.00 without taking it out of the quality of the braces. Until these packages were originated this presented a

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problem. Because of increased prices of materials which enter into the production of braces and increased labor costs due to higher wages and shorter working hours, the use of set-up boxes would have made it impossible to produce a complete package of braces and holiday packing, without curtailing the quality, and this type of package presented a happy solution. In this connection it is interesting to state that the new type of package has been well received by the retail trade and many merchants have commented favorably because they lend themselves ideally to display stacking, eliminating the bother of handling of lids.

The group on page 40 includes four set-up display boxes, shown in closed and open position. Each is so constructed as to present the merchandise advantageously, and the various coverings and linings—flint, foil, plaid and other papers—offer interesting color combinations. While on this page the set-up boxes (with one exception—that of the ivory flint-paper covered box) make use of special stamped imitation-leather cover stock. One of the most sincere forms of compliment received for these packages has been from buyers who have requested them for their own use because of their beauty and appeal. This is complimentary because the boxes have no real reuse or utility value, at least not intentionally so. In addition, many buyers, advertising men





and display managers have been complimentary in their remarks upon the manner in which the merchandise harmonizes with the colors of the boxes. Many manufacturers arbitrarily shovel any kind of merchandise into any kind of box, whereas Pioneer exercises great care to enhance the beauty of both the merchandise and the box by harmonizing color by packing brown, tan or green braces into brown boxes, blue braces into blue boxes, maroon or black into maroon boxes, etc.

Merchants are also favorably impressed by the fact that in the packages shown in the first and third illustrated groups the braces are contained in the same type folders used for regulation packing throughout the year, the braces in these regulation folders simply being inserted and made a part of the completed holiday package. This means that if any remain on hand they can, after Christmas, be readily removed from the holiday packages, and become a part of regular stocks without the necessity of rehandling or repacking.

Each of the packages shown on this and the opposite page definitely steps into the utility class and contemplates the desire of the purchaser for that "extra" something.

The promotion of the sale of garters for gift purposes has made rapid strides forward in the past few years, due to the development of re-use packages. While a pair of garters makes an ideal and acceptable gift for any father, brother, friend or sweetheart, and a gift well within a limited budget, there seemed to be a hesitancy to use garters for gift purposes, presumably because the gift did not "loom up" sufficiently presumptuous. This was probably due to the lamentable but true fact that a person with a limited budget seems inclined to make a gift purchase which in size at least will be most impressive. However the use of re-use packages has seemingly completely altered the mental attitude. Granting that the purchase of garters for gift purposes is largely by women, it is apparent from the volume success of this type of merchandising that while "she" may not purchase a pair of garters for "him" no matter how badly he may need them or how pleased he will be to get them, because she feels the "small" appearance of the package, overlooking entirely the usefulness and need, she will eagerly purchase garters in re-use containers. The psychology seemingly is that the reacting to the smallness in appearance is overcome by the thought of being in position to present a gift which will serve two purposes.

In promoting the sale of garters in the picture frames, progressive merchants are making use of several unique and important suggestions. In the packing of garters in picture frames, eleven pairs in each dozen show the garter in the frame, but the twelfth frame contains a picture (the garter beneath the picture), the idea being that the merchant can in this manner and through proper display suggest the re-use value of the container as a picture frame for the desk at the office or at home. In this regard many mer-

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chants will instruct their clerks to suggest to the young lady purchaser that she actually insert a picture of herself or a prized snapshot in front of the pair of garters in the frame when presenting the gift, thus enlarging upon a gift which is useful, dignified, personal and permanent. Another promotional thought used by some stores is to suggest the adaptability of garters packed in picture frames to be purchased in quantities of six pairs to several dozen to be used as gifts for distribution to trades people, delivery boys, the mail-man, etc., being ideal for this purpose because of the low cost to the purchaser.

Other merchants will promote the sale of garters in the memorandum pad stand, of black molded plastic, and the calendar stand, with its chromium plated die cast-zinc base and transparent cover as items which the most dignified executive would not hesitate to place upon his desk either at the office or at home. Other stores will promote the combination of the three items (the picture frame, the memo pad and the calendar stand) as a complete desk combination. Still other stores promote these three items, aiming their efforts at parents who are distressed by the sloppy, garterless appearance of a son. These merchants stress the point that by giving garters packed in this type of utility package that every boy would like to have around his room they are doing more to improved appearance and neatness than they could possibly do by a year of lecturing and other types of effort.

Similarly, the same line of thought is carried out, but to an even more varied extent, in the belt packages. So we find cigarette boxes or tobacco jars of tooled wood, from solid blocks of special birch, lathe finished. Likewise the dual-use black and brown molded packages of circular clock-like shape, hinged and each provided with a firm extension base. Then another type of molded box, rectangular in shape with its base of black phenol resin and the hinged top of urea plastic in an ivory shade and carrying a decoration. Still another variation in the selection of these outstanding utility containers is the box of solid drawn copper which is, it is believed, a new departure in materials that have been used for the purpose. Certainly the seeker for that "something different" in a gift idea cannot be at a loss when confronted with such a selection to choose from!

Not only is consumer acceptance sought in the design of these packages, but the dealer likewise is taken into consideration, from the standpoint of his convenience and reaction. Each re-use package of the Pioneer line is packed in an outside container which, in addition to protecting the surface of the item, also carries an illustration, attached to the cover, that shows the purpose intended for its utility. Some manufacturers have been credited with the development of good looking as well as utility packages, but criticized by merchants and retailers because so many packages are not practical for handling, nor (Continued on page 76)



A NEW PERSPECTIVE ON FOOD PACKAGING

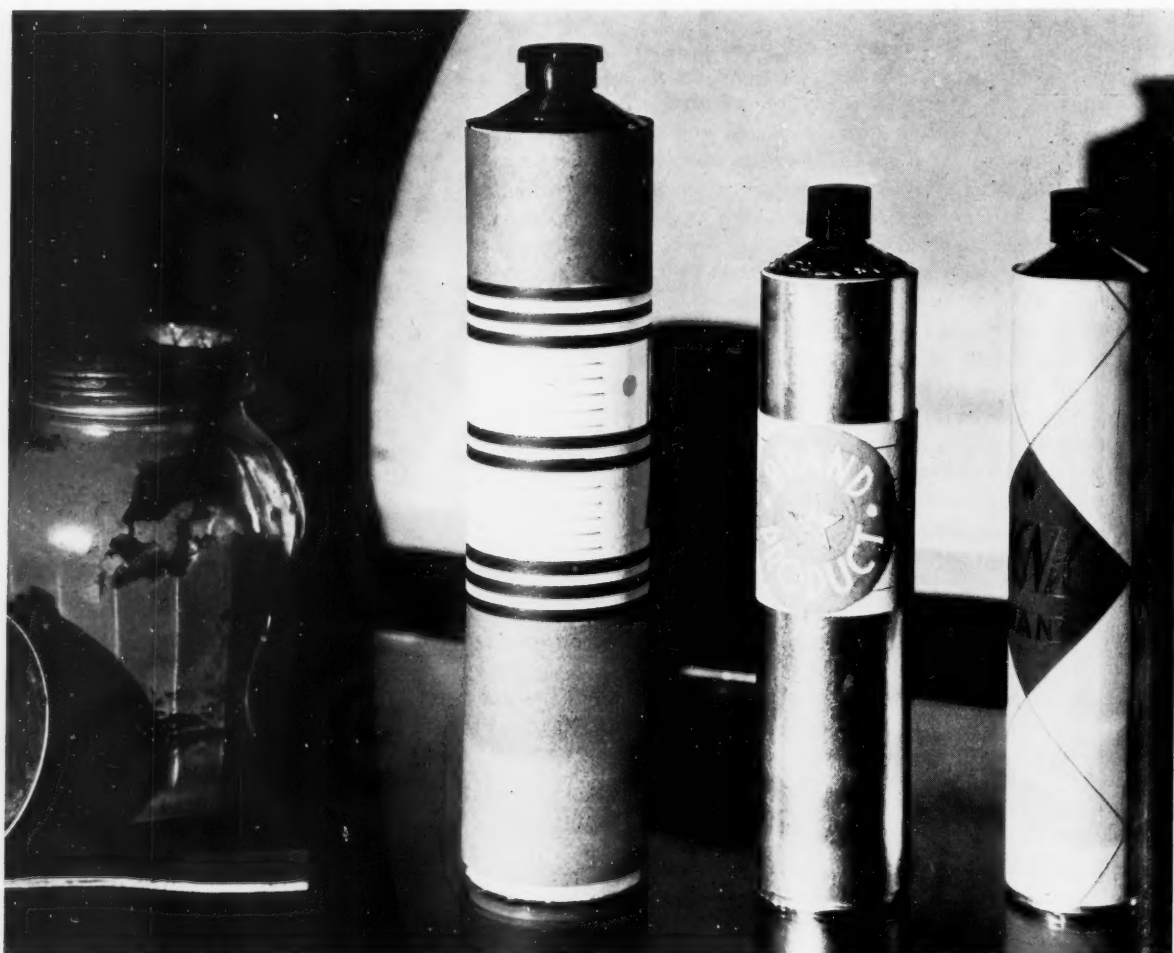
by Erik Hans Krause

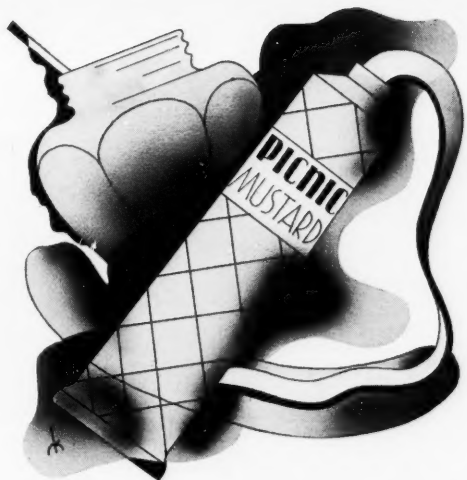


WHILE competition may be considered a permanent feature of business, the subnormal situation during the last few years has led to an undeniable abuse of advertising and sales methods, against which a strong and rather unexpected reaction on the part of the consumers is beginning to be noticeable. In other words, the buying public is becoming

tired and dubious of any advertisements and sales-talks, and is now voicing its complaints in leading magazines. As a matter of fact, the consumers are taking the initiative by indicating which way would be acceptable to them and what would make them buy a product. In so doing, they simply support the claims the farsighted designer has made for years. However, the great majority of manufacturers insisted on marketing their products in the same condition and by the same methods which had been successful under quite different conditions. Sticking close to an old-established idea makes it impossible to gain a new perspective. When conditions changed, there was a frantic search for new advertising tricks—possibly louder and funnier than those of the competitors.

Under these conditions, the ideas of the designers did not receive the attention they deserved. But now the complaints come from a source which makes them decidedly painful to the manufacturer—complaints from a large group of consumers mean loss of





business. On the other hand, it means stimulation of sales to those manufacturers who have the foresight to adopt the perspective of the designer and face the facts regarding the condition of their product, its container or package.

A general analysis will reveal many causes of the consumers' complaints, and will at the same time delineate some of the fundamental adjustments proposed by the designer. It will be found that:

(1) Many containers and packages are impractical and unsuitable, their construction does not consider the character of the product, or the requirements pertinent to its consumption.

Reason: Most any product, when first placed on the market, was put up in the first handy and inexpensive container or package, which set a precedent for other products of its type.

Manufacturer's argument for retaining it: The public knows the package.

Comment of designer: A new perspective will reveal that the public knows many a package or container to be impractical and decidedly inconvenient.

(2) Many containers and packages are unsightly, if not outright ugly, because they have not been designed for a definite purpose or appeal.

Manufacturer's argument: A special design or model is too expensive.

Comment: How about all the money appropriated for advertising a product, when its possibilities as a perfect sales-unit have not even begun to be exploited?

(3) The majority of containers and packages are overcrowded with advertising matter. Not only do people resent having advertising matter thrust upon them this way, but it interferes with the desired appeal of the container, and thus defeats its own purpose.

Manufacturer's argument: People have to be sold, they have to know about our company and its products.

Comment: Consumers themselves have stated that they are rather sold, and apt to stay sold, by that product which expresses the competence of the manufacturer through the functional and aesthetic appeal of its container.

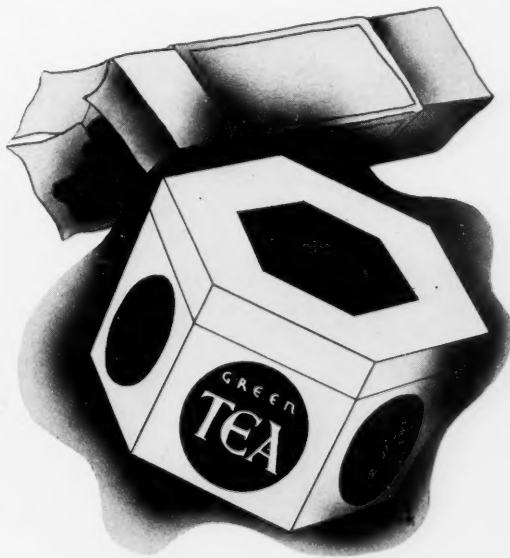
This analysis covers most of the grievances the consumers have been airing in their magazines. They have gone further and attempted to express what they actually demand. It is however up to the designer to express these demands in terms of value to the manufacturer, until they stand revealed as a sound method of merchandising.

The demands of the consumers and the aims of the designer would crystallize in the following points:

A container or package which is especially designed for the use of a particular product. It should be constructed to facilitate the use of the product, make it most accessible, protect and preserve its quality. The process of opening and closing should be simple and efficient, and not constitute a problem.

The nature and use of a product should be the principal motif for the aesthetic appeal of a package on which the selection of material, color and design is based.

Name of product and manufacturer, trade mark and other indispensable matter can in most cases be successfully incorporated as part of the design, strengthening rather than interfering with the personality of the package.



If additional reading matter is necessary, it should be disposed of in an unobtrusive manner, without interfering with its accessibility. It may, for instance, be printed on attractive labels, pasted on the bottom, or inside or on top of the cover of a container. It must be stressed again that one of the consumer (Continued on page 97)

THE MATERIALS OF PACKAGING

No. 3. Folding Cartons

This is the third of a series of articles planned to better acquaint the user of packaging materials with the processes by which they are produced and with the factors that enter into their specification and purchase. In the September issue of Modern Packaging the subject of Glazed and Fancy Papers was covered while the October Modern Packaging dealt with the manufacture of Glass Containers.

We are indebted to the Chicago Carton Company not only for the photographs shown on these pages, but also for invaluable aid in gathering the data and descriptions contained herein. Details of operation may vary in different plants, depending on the plant equipment and on the type of carton work most usual to the particular plant. The article below has been based upon the methods followed at the Chicago Carton Company plant both because they are typical of the best practice throughout the industry and because that plant itself, being but recently constructed, is probably the most modern in existence.

CARTON manufacture is a seemingly simple process. On the face of it, any good printer performs practically all the operations of carton manufacture. If he were to take a somewhat heavier stock than that he usually uses, if he were to print it in several colors, if he were to die-cut it, he would have made a carton.

But while carton makers are, in large part, printers, printers just aren't carton makers. There isn't any single reason why—but rather a multiplicity of reasons beginning with the fact that cartons, by the conditions of their use, require papers and boards of a type not usually handled by the ordinary printer. So much so, in fact, that many of the larger firms in the field fabricate, or laminate, the stock used in their cartons in order to insure the achievement of the particular qualities that may be desired.

The printing of cartons, in itself, is a specialized type of printing, calling for special equipment and long experience in this particular branch of the graphic arts. The die-cutting, folding, scoring, pasting and assembling of cartons (this last in the case of special types of display cartons containing multiple parts) likewise calls for specialized equipment and a knowledge of the peculiarities of the special carton stocks not ordinarily had by even the finest of commercial printing organizations.

The first rule, therefore, in carton purchase, as in all package material purchasing, reads, "Go to the specialist—make sure he is a specialist—take advantage of his specialized equipment and specialized knowledge—and, in all matters pertaining to the process of manufacture, rely upon him as a specialist just as you rely upon your

lawyer or doctor for specialized legal or medical advice."

For it can be accepted as axiomatic that, with few exceptions, those ways of making a carton which best suit the desires of the carton maker are the very ways which will result in a package which best suits the conditions of use and display to which your product's carton will be put.

This is true because the very nature of a carton manufacturer's business requires that he hold your custom over a long period of time. No carton manufacturer, small or large, can afford to ignore your interests or your requirements because he requires your re-orders to amortise the investment he puts into the development of your carton.

The carton maker is not a job printer who makes a profit on each job he handles, though a well-run carton plant should make a profit just as any other plant. He acts rather as a part of your own organization, fabricating a specialized portion of your product. And a portion that, by the very importance of its effect on your products sales, will determine the size of the re-orders he will receive from you. For this reason, you will find few high-pressure salesmen among carton manufacturers. Their work is forced, by the nature of their business, into channels in which service is more important than salesmanship.

The nature of carton manufacture arises, of course, from the nature of cartons themselves—a carton being, in essence, a piece of paperboard, so cut that it folds into a protective covering for a product. The prime consideration, therefore, in all carton manufacture, is that of protection, the type of board used and the treatment applied thereto being conditioned by the type of product and the display and use conditions which the carton will be expected to undergo.

There are three principal divisions of cartons. Dry cartons, such as those used to carry tooth paste tubes and similar self contained small articles, are generally made from single-ply paperboard. This board may be white or colored as function dictates. It may be surfaced to various degrees of refinement, depending again upon the functions which it, and the product within, are intended to serve. The finer grade of multi-colored cartons are usually made of clay coated board, although such surfaces as those afforded by foils, plain or embossed, are often used to obtain a particular effect.

Above: Roll pit of the Chicago Carton Company. Note traveling crane which lifts seven and a half tons. Large stock, which maintains uninterrupted operations, is delivered from railroad siding in carload lots

Right: The laminating machine resembles a large printing press. Required number of plies are fed in, bonded to each other to a uniform thickness and proceed to adjoining sheeter which cuts and stacks the finished stock in the required sizes





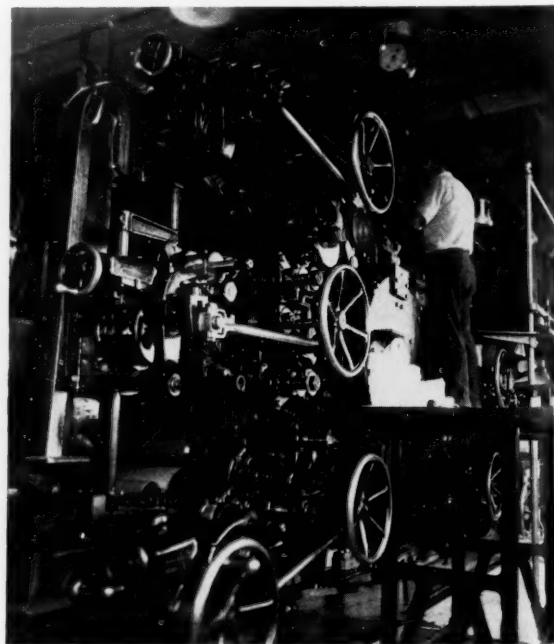
Printing follows standard practices with two exceptions. The heavier nature of the stock requires careful feeding. The rapid succession of color printings, and the use-conditions to which the carton will be subjected, require the use of inks which dry naturally without the aid of gas jets. Printing of cartons is done ex-

clusively from electrotypes. Above: A flat bed press printing one color at a time. Below: A multi-color rotary press working from curved electrotypes. Note air-conditioning ducts along ceilings—an essential in the maintenance of proper printing and registry conditions, besides adding to the workers' comfort

Treated and laminated cartons, as their name implies, have been given some sort of protective coating or are formed by several plies of paper between which adhesives and coatings have been applied. Cartons for large objects, display cartons and those carrying heavy goods usually come within this classification.

The third type is the corrugated or solid fibre carton commonly used as a shipping container. Within this group, the factor of protection takes precedence over all others and decoration is usually limited, though the improvement in the printing surfaces of corrugated board and the developments of the printing process have resulted in much work along these lines in the last year or two. The subject of corrugated shipping containers will be treated in detail in a later article which will be included in this series.

Dry cartons are made from sheets of paperboard. The stock for treated and laminated cartons is received in rolls. There are innumerable combinations of papers which can be employed in this lamination and the stocks are selected, of course, according to the particular use to which the finished carton is to be devoted. Papers run the complete gamut from newsprint or waste paper



The make-up department where dies are built up from pieces of plywood and thin strips of specially treated steel. Scoring strips have blunt edges—crease without cutting. Cutting strips have sharp edges—shear the paper—leave smooth edges

stock through the krafts and on upwards to the bonds and high grade sulphites.

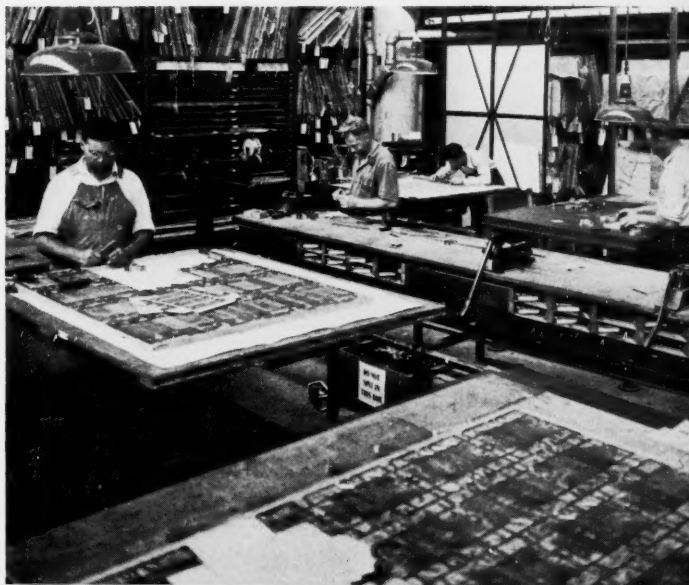
These sheets and rolls of paper stock are received in large quantities by the carton maker, whose investment in such stock usually accounts for a sizeable proportion of his capital. They are stored under special air and temperature control until desired for use. If they are to be laminated, the rolls are placed upon a laminating machine which unreels the several ribbons of stock, applies the coating or gluing materials, runs the several layers of paper and coating between finishing rollers and finally breaks the now unified, laminated ribbon into uniform sheets. To the observer no variations in the sheet appear, but the trained eye of the machine's skilled operator detects occasional causes to turn a handle or adjust a tension screw as he watches paper and coatings fed together. When a roll of paper runs out, it is but a moment's work for the crane to pick up another with its uncanny steel fingers and deposit it exactly between the spindle supports. Upon the quality of the individual sheets and coatings and upon the skill of this mechanic the quality of the finished carton ultimately depends.

The processes of printing cartons vary but slightly from those in ordinary print shop practice. One difference lies in the fact that inks are allowed to dry naturally and there are no gas jets attached to the presses to hasten the effect. An efficiency seeker might suggest that a single machine could combine printing and cutting but the proposition lacks feasibility because time must elapse if inks are to harden and colors show up brightly to make future packages alluring.

It is customary, in the larger shops, to grind and mix the pigments from primary colors. Carton printing is done exclusively from electrotypes, curved plates being used on the rotary presses.

Registration between printing plates and cutting dies is checked with meticulous care to insure the uniformity of the finished job. The making of the cutting dies is, in itself, a highly skilled art. The dies, and the printing plates, are so laid out as to give the maximum number of cartons and the minimum portion of waste to each sheet. Each different type and size of carton here presents its own problem, and considerable ingenuity is required to achieve the best results. Since the number of cartons obtained from a sheet governs the length of the run and the amount of paper used, it will be appreciated that the proper layout of a sheet is an extremely important factor in final cost.

These dies are built up in chases by the use of plywood blocks and thin strips of specially treated steel. Some of the strips have blunt edges for their purpose is only to score the carton stock. The cutting strips are sharp enough to shear paper and leave smooth edges. In contrast with the practice common to much work which employs dies, it has been found more economical



The cutting presses are closely similar to printing presses but substitute dies for printing plates. The cut sheets stack up at the forward end and the waste is then literally hammered away by the deft-fingered girls in the foreground whose hatchet-like hammers get all the surplus, leaving the carton blanks unmarred

in the case of cartons not to have them cast from patterns but to fashion them of steel and wood and to renew the steel whenever multiple press runs necessitate.

Special forming and shearing tools are used to cut and bend the steel strips into desired lengths and shapes. Carton design involves both curves and angles. The furniture, as it is labeled in print shop language, likewise takes some shapes under the scroll saw that are unusual. These blocks fill out the spaces inside the steel strips and between the strips and the sides of the chase. After the order has been run and unless it is to be in use again very soon, the chase is broken up and the contents carefully filed together with (Continued on page 76)

UPSETTING OUR COLOR BELIEFS

by David H. Pierce and James D. Weinland

AN extensive experiment at New York University* investigating the effect of color on working men has recently broken down and changed some traditional rules of color usage. The experiment consisted of men working day after day in a room colored at one time red, at another green, at another yellow, etc. The work done was carefully measured and the feelings of the men in the different colored rooms recorded. The experiment involved 181 hours of work, while subject to the influence of the colors used in the test.

The experimental results contradict many statements on the effect of color, such as some by Luckiesh, a much quoted authority, and others taken from standard text books on packaging. For instance, "The red end of the spectrum is warm, active, stimulating, exciting and sometimes irritating, while the blue green end is cold, passive, quieting and sometimes depressing."

"Grey is the color of penancy, humility, sadness, age and matured judgment."

"Black has signified woe, gloom, darkness, dread, and death and, in a severer aspect, terror, horror, wickedness and crime. When used with white, the latter appears to rid it of its baseness or to tone its severeness. In this combination it has been variously used to express solemnity, profundity and endless extent."

"The quality or attribute most striking in blue is coldness and, as its true of other colors, it communicates this property in varying degree to all colors which contain blue components."

"Green is employed to signify youth and vigor. It has also been used to express hope and victory, and olive, a green shade, is symbolical of solitude and peace."

"Red has symbolized fire, heat, war, cruelty, and hatred, and has signified power and destruction. In its gentler offices, red is emblematic of love and truth, as well as health and beauty."

A brief examination will show that these supposed color significations have been borrowed from popular belief. The commonest belief is that red is a "warm" color and that blue is "cool" or "energizing." The origin of such convictions would not be important if they proved true. But in present and ancient times, and in various countries the supposed meaning of these color qualities conflict.

In the color world the ancients began by being as enthusiastic as we. They, too, were in error. History has its beliefs and gave them to us, who modified, even reversed them. We have national feelings for dress and

decoration, for symbols, emblems, flags. We like our own and may even hate those of other peoples. Nations, races, families and individuals ascribe to preferred colors such qualities as truth and sincerity and loyalty, also warmth, coolness, serenity and stimulation. But their feelings for color do not conform to fact.

Eastern civilization generally held orange to mean piety and resignation, but orange could not mean this to us in Greenwich Village or at road houses, tea rooms or gas stations. Black to the early easterner was a symbol of darkness and spiritual things. Now it is used as window dressing for crystal gazers and fakirs, but its significance is pretty thin at a gin party in a modern pent house apartment. And what of the orange and blue in which the new Chinese White House is done? Blue representing the Ming dynasty and orange the Manchu usurpers without effect of coldness or warmth. Yellow in China meant royalty. But we say "yellow dog" or just "yellow." To the Mohammedans red was joy. This was before the Turks massacred the Armenians. What since the Young Turk movement has taken off the country's red fezes? Red to the Chinese meant truth, virtue, sincerity. It does not mean that to the conservative American or Englishman who contemplates the red flag of the Bolsheviks. Flags personify loyalty, not because they are red. All the great powers use red in their flags, and still plenty of people "see red" with the Soviet symbol.

The Gay Nineties gave us a dandy at, say, Saratoga and we have a gay blade today. The dandy of the nineties violently chewed tobacco, drank, ate beefsteak. He wore fierce mustaches, colored derbies, loud vests, patent shoes, checkered trousers. He was gay with color. The modern counterpart, except at Dude ranches and resorts, wears Oxford suitings, dull cravats, sombre shoes. Twin spirits, the same under the skin, surfacing themselves oppositely.

Bringing our colors down to date we find moderns honestly believing that green is cool. They overlook the true source of the coolness. Many green dresses are cool, also the green countryside, and likewise theatres in green and blue, as well as other colors. But cool cucumbers are usually served cooled, commonly iced, the countryside is shady, or we are cooled by the speed of travel. Then most theatres have high ceilings, most of them are well ventilated, some refrigerated.

Red, by a grapevine of tradition, a superstitious old wives tale, we call warm. We have our red-warm. . . green-cool myth. Red we believe excites. A bull charges red. But a bull never charged a red barn, nor will a bull hesitate nor remain calm if the matador uses an orange or blue cape. The bull charges a moving object. And then what of (Continued on page 94)

* "The Effect of Color on Workmen," by David H. Pierce and James D. Weinland; *Personal Journal*, Vol. 13, No. 1, June, 1934.

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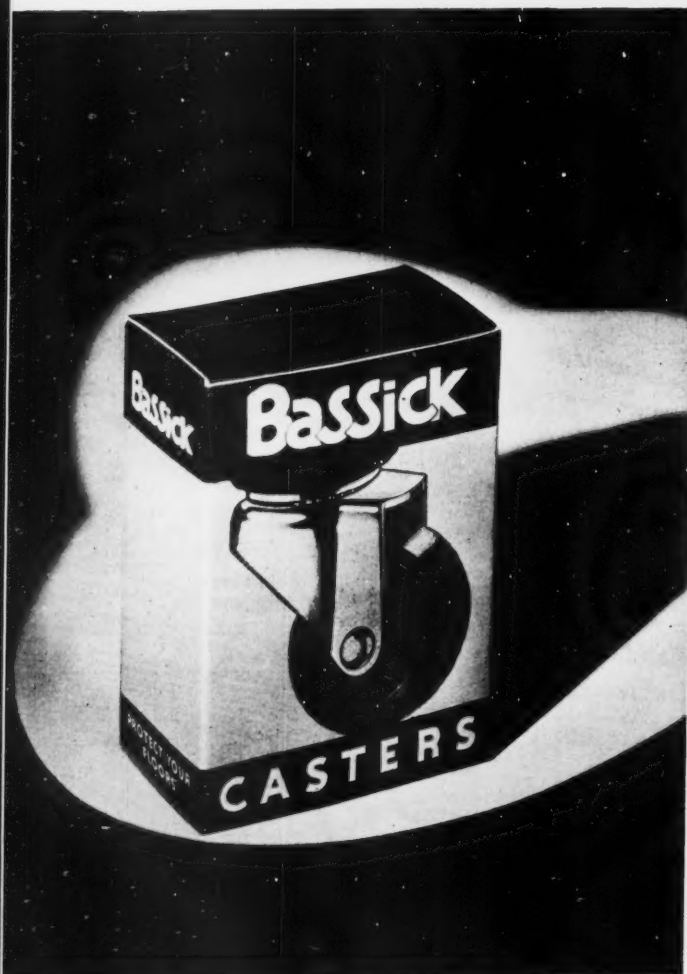
A new closure now tops the package which is being used by Wilson & Company for Certified Corn Beef Hash and adds to its distinction. This hermetic seal that may readily be pried off by the housewife is playing an important part in cooperating with the attractive glass container and metal foil label in elevating corn beef hash of quality to its proper place in the sun. It is a combination that is promoting healthy consumer's acceptance and demand for the product.

Hirsch Brothers & Company of Louisville, Kentucky, and Pittsburgh, Pa., in its Paramount Mayonnaise has emphasized the home-made idea by the simplicity of the jar. The use of a comparatively small label not only further carries out the effect of being home-made, but gives the appeal of the creamy mayonnaise maximum opportunity. The jars are vapor sealed, the closures also serving as service caps in the home.

Closures shown in both illustrations are made by the White Cap Company. Photos are by Heetfield and supplied by the courtesy of the foregoing company.



To convince the prospective customer that he is buying quality and to protect its gear cutters, Fellows Gear Shaper Company uses this metal container, shown closed and open, with protective strip liners. Designed by James Thomas Chirurg Company



The Bassick Company show an excellent reproduction of an actual photograph of the contained product on the display sides of its new carton for casters. One set of four casters is packed in each. Background is yellow, illustration and bands are blue and lettering in white

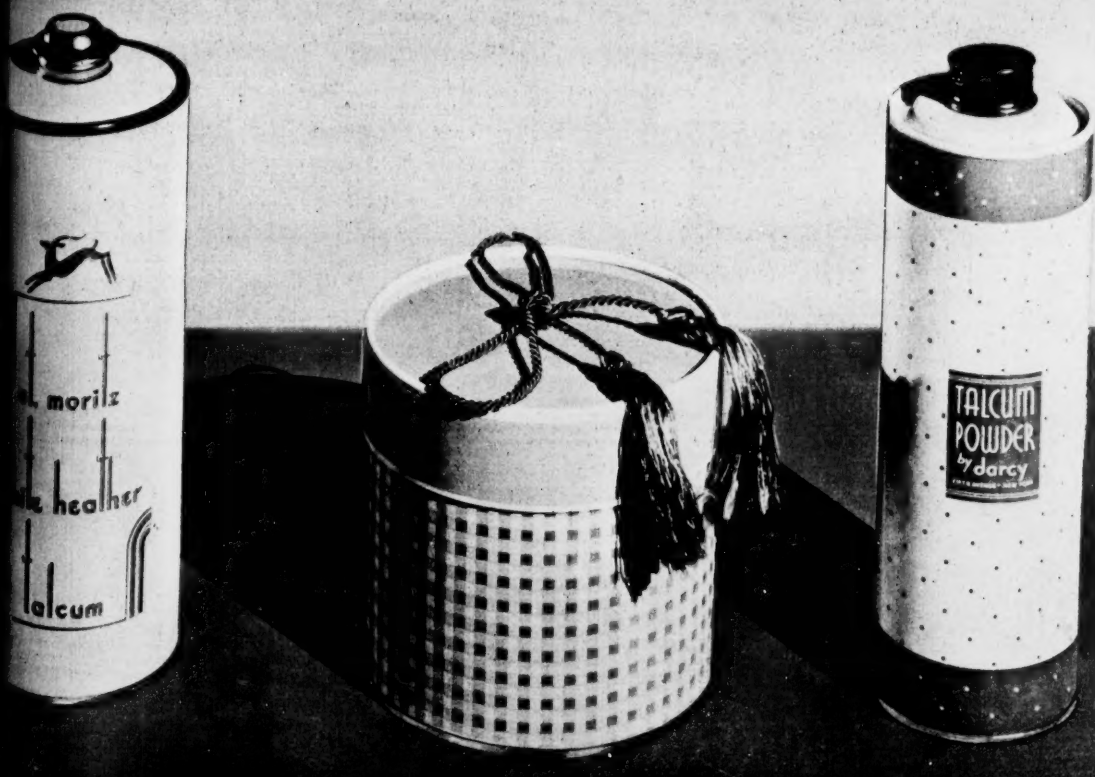


Cannon Christmas sets are packed this year in decorative closet boxes for general utility purposes. Boxes are covered with a smart black and white dotted paper with scallops on the edge of the lid in colors. The latter are tied with printed string and transparent wrapped.

Below: Gem Micromatic is well housed in a compact scarlet and black molded plastic box, features of which include a rattle proof groove for the holder, compartment for new blades and a removable used-blade receptacle. Molded by Mack Molding Company. Photo by courtesy of General Plastics, Inc.



Nuswift Engineering Company, Ltd., England, has turned to molded plastic for the case of its compact first aid kit for emergency treatment of wounds and burns. The case represents an interesting molding job and provides ample room for the various preparations. Photo by courtesy of Bakelite Corporation



For talc and dusting powders, paper containers such as those at the left create consumer interest. Three distinct types are shown, each having distinctive appeal. They are designed and made by Cross Paper Products Corporation



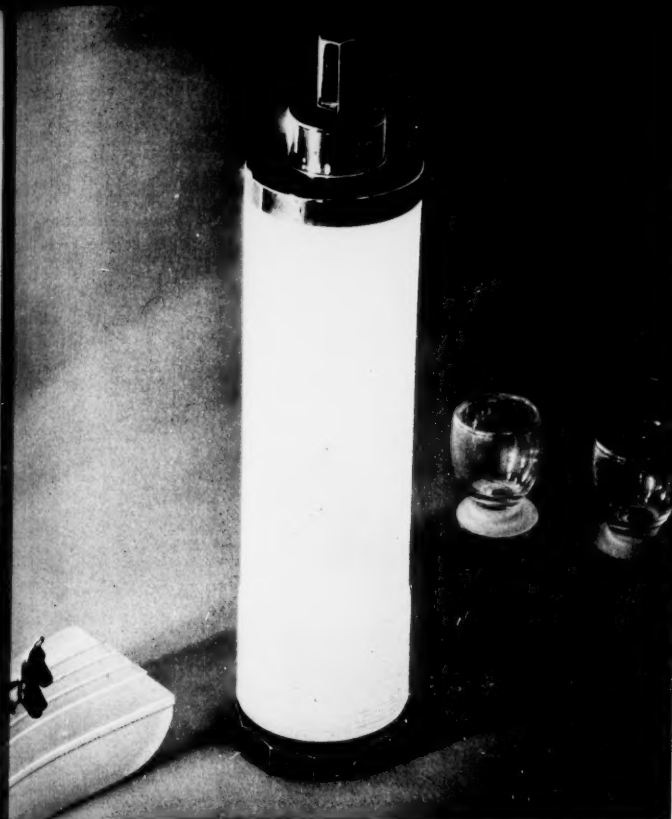
CONTAINER

DESIGN

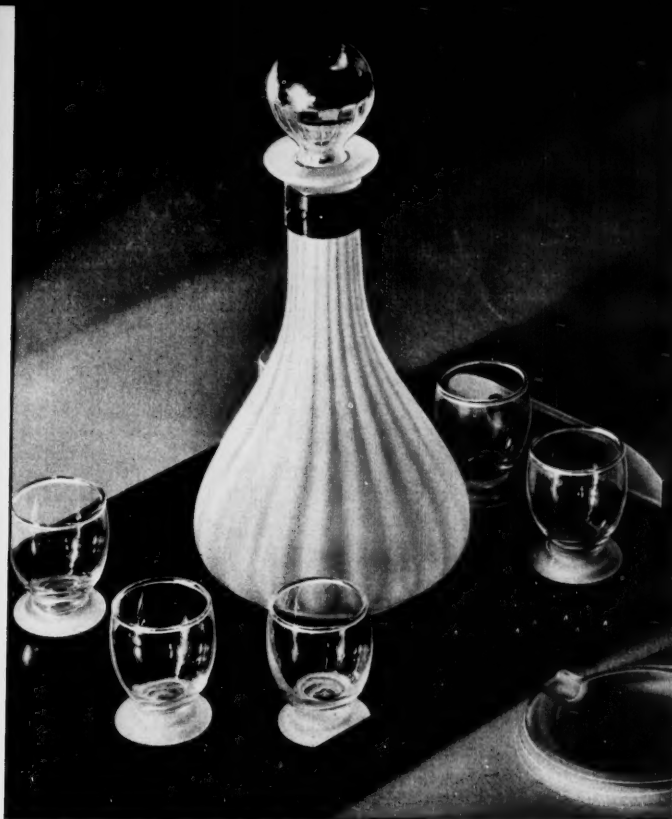
plays an important part in Sales

... that's why Owens-Illinois facilities for design are important to every manufacturer who uses glass containers. Examples of fine hand-made glassware designed by Owens-Illinois are shown on the facing page. Perhaps you are not interested in these particular items, but the creative genius behind these articles can be of service to you in selecting containers for your products—whether they are perfumes, proprietaries, toiletries, cosmetics or pharmaceuticals. The *OnIzed* glass package whose smart beauty attracts the customer, continues to please during use, because it is also highly practical. Owens-Illinois offers a *complete* design service including closure and label suggestions. Come to headquarters for the solution of your packaging problems. Write us concerning them. OWENS-ILLINOIS GLASS COMPANY, TOLEDO, OHIO

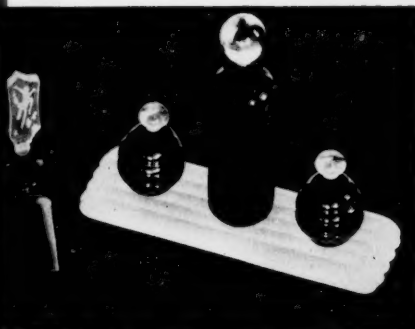
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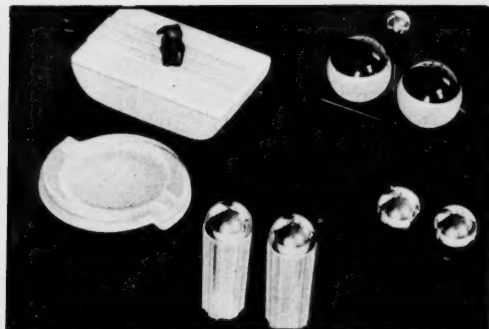
Modernistic cock-tail shaker, hand-blown in black and frosted glass.



Smart, frosted glass decanter, designed in the modern mode.



Attractive "Vanite" set for perfume gains distinction by contrast of black glass and frosted tray.



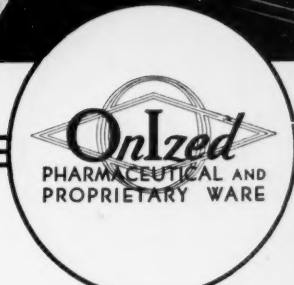
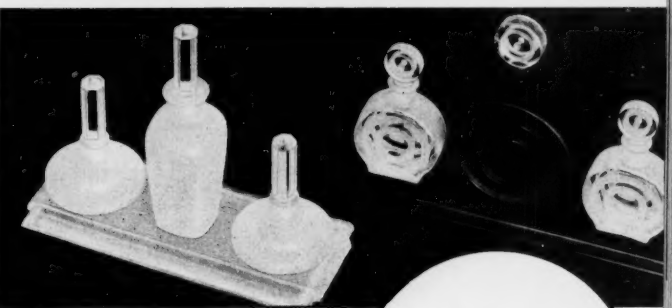
A cigarette container, ash trays, salt and pepper shakers show interesting use of black and frosted glass.



Handsome bathroom bottle set of frosted glass, with metallic labels and black-glass stoppers.



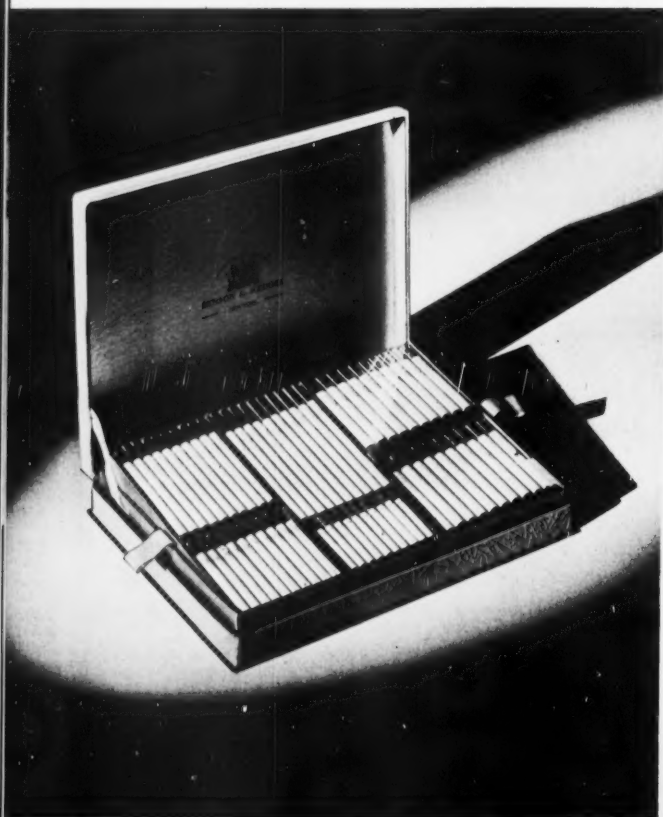
Perfume sets of brilliant glass, hand-blown, showing effective combination of frosted and black glass.



ILLINOIS

Above: A distinctive offering that is strictly feminine is the Benson & Hedges "Ladies Varieties" package. Box was created by Young Brothers

Below: Stock molded plastic screw caps conform nicely with the assembly of these two liquor packages. Photos by courtesy of General Plastics, Inc.



Above: That doughty old buccaneer Captain Apple Jack, makes a big hit in his new garb, the bottle especially designed by Capstan Glass Company

Below: One of the more unusual stock mold patterns of Owens-Illinois was chosen as the bottle for "Southern Comfort," recently introduced



...a big hit
...Company
...Illinois was
...duced

Above: It's air-cooled to assure freshness during the summer months, this package which is used by H. D. Foss Company for Cynthia Sweets

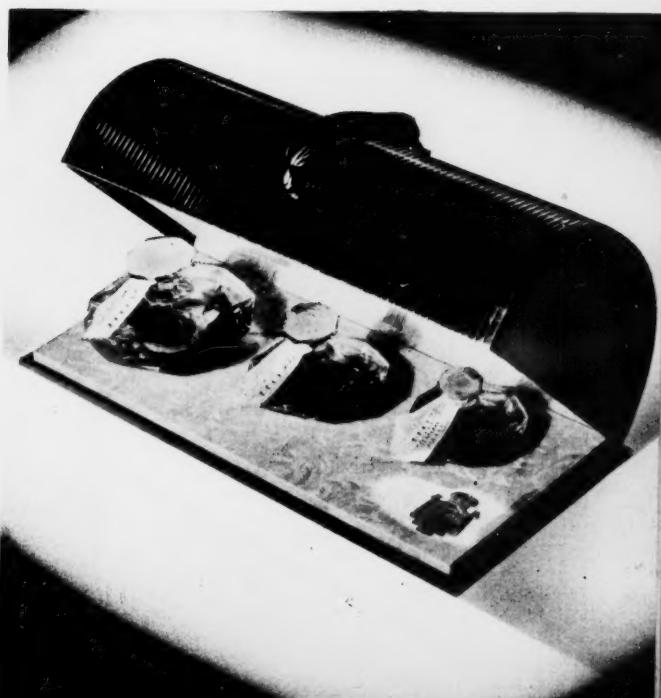
Below: At right is shown the old jar; at left, the new emerald green glass jar which Borden's uses for its home-use malted milk package



Below: Twins in Crosse & Blackwell's preserves. Jars are by Owens-Illinois Glass Company; closures by Phoenix Metal Cap Company. These new packages were first introduced on the West Coast



Below: Luxury is expressed in this corrugated gold paper covered display box used for three odors of Deltah perfumes. The flat faceted bottles likewise intrigue. The metal seal at lower right is by Stanley Manufacturing Company

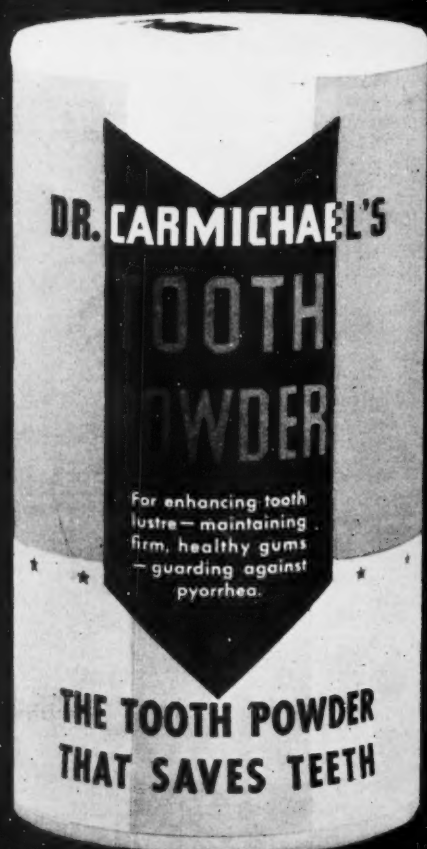


Above: This "pop-up" display immediately interested retailers in stocking a new product. Created and produced by Einson-Freeman Company, Inc.

Below: Package was designed by J. Howard Cox of Allied Advertising Artists for Cinema Laboratories. Sold mainly in five- and ten-cent stores

Above: "Get a load of Listerine" suggests this display shown with actual packages of that product. Einson-Freeman Company, Inc. is responsible

Below: Plastic cap and metal label are effectively combined in The Mary Dunhill package. Former is Plaskon, label made by Stanley Mfg. Co.





"CAN YOU TAKE IT?"

MADAM CONSUMER TELLS MANUFACTURERS
WHAT'S WRONG WITH THEIR PACKAGES

by Phyrne Lorain Littlewood

I'M a consumer . . . one of those persons who passes dimes, quarters, dollars across unending counters for an interminable number of packages. I'm interested in package efficiency as well as package beauty. You, being a manufacturer, and you, being a designer, are interested in making over yesterday's packages in the contemporary manner, in the hope of stimulating sales. Many of your new, modern packages are the creations of genius—inconceivable that they could be improved upon. The Cotton Picker, for instance, is a sheer delight to own. It could be better only if it held a life-long, unending supply of cotton, by the magic of some Aladdin's lamp. But others of your packaging family, charming to behold, are just "a pain in the neck" to use.

I propose a "consumer slant test" in the homes of the type of prospects you hope to sell, in order to eliminate some of the faults that have crept into the packaging picture. I'm just an average female—with average reactions—so I feel I can speak for hundreds of others when I make criticisms of some of the packages that are in more or less constant use in my home.

I've had several annoying experiences with tubes cracking. I carried a tube of Mentholatum in my purse regularly in winter, until the day when it cracked and ruined the lining of my bag. The tube in the medicine

chest has done the same thing. It's so messy to squeeze it and have the greasy ointment unexpectedly ooze out on the side of the tube. Cutex Nail White, and Anchovy Butter tubes break, too, long before half used up. The remainder of the contents dry out; impossible to use. I don't have that trouble with toothpaste, so I know tubes are made that will take the gaff of frequent pressure without breaking. Certainly in the case of these products, modern packaging could not offset the irritation of the consumer because of the frailty of the tubes.

Brilliantine is very difficult to apply thinly so that the hair does not get too oily. I stopped using Colgate's "Seventeen" liquid Brilliantine because the bottle offered no solution toward applying a light, even film. The manufacturers of this product would gain many new users of brilliantine if they packaged it in a spray bottle, similar to the very clever Zip Deodorant Atomizer container. I would use a great deal more of Ponds' Skin Freshener (liquid tonic) if it had an atomizer spray top. I'd keep the bottle in the icebox, and it would be ready at all times to spray a fragrant, refreshing film over my face.

Runkel's visually beautiful foil package of Cocoa Butter coaxed a dime (or was it more?) from me last summer. I picked it up from my dressing table several days later—one of those hot summer days. The minute I touched the carton, the liquefied Cocoa Butter ran out all over me, dresser and rug. The package bore no conspicuous warning "Keep in cool place." Because of that fact, I supposed that the basic ingredient of the product kept it in solid form. The extreme inconvenience caused by this one incident will be more than enough to prevent my ever buying Cocoa Butter again during my lifetime, or any other Runkel product for that matter. In fact, I feel like suing the company to recompense me for the cleaning bill incurred on that occasion. Surely a product which might liquefy should be packed in a leak-proof container of glass, tin or plastic material.

It irritates me that so many manufacturers either omit completely, or hide away in some obscure corner



(in tiny type), the net contents of their packages. Recently I needed powder. I hung over the cosmetic counter in rapt admiration of the really smart packages which you gentlemen have so thoughtfully provided. In the back of my mind, however, was a rankling indignation at the fact that I couldn't guess from the containers just which box contained the most powder. There are a number of nationally advertised, beautifully packaged powders . . . all very comparable in quality. Pond's, Woodbury, Primrose House, are all good powders. Contents of box was an extremely important factor in making a decision between these three, my favorites. I could only choose the one which seemed to be the largest (and probably wasn't). You gentlemen, I



believe, pride yourselves on being "smart buyers;" and frequently complain that your wives are not. I'd suggest you trot yourselves out to the nearest cosmetic counter, where your womenfolks spend innumerable of your hard-earned dollars, to see just how impossible it is for them to be "economical buyers." Competitive products are packaged in round, square or oblong boxes—no guide posts as to quantity contained therein. The box looking the largest is often only an optical illusion and contains less than others. The same thing can be said for jars, tubes, bottles.

Closures are frequently a source of extreme annoyance. I have to use *pliers* in order to take the cap off my half-empty tube of Carter's Cico (paste). This certainly will not encourage my repeat sales in spite of the fact that the product is excellent, the tube attractive, and, certainly, the spreader top is very convenient.

I wish that Woodbury's or Junis would use, for their ineffably lovely cream tubes, a closure like that on the American Facial Masque tube. It permits the cream to be released through a hole in the cap and tube. A turn of this non-removable cap covers the hole. No lost caps here, or grubbing under the dresser to find the cap that rolled under it.

I detest the kind of caps that have to be

pried loose. Once you heave them off, they refuse to fit tightly back on their jar to adequately protect the contents from the ravages of dust, evaporation, etc. I've thrown away many a half jar of Ann Page Preserves, and of Peanut Butter because of the absolute uselessness of the closure once the package was opened. I buy Heinz Vinegar rather than Richelieu (which I like better) because Heinz makes use of an evaporation-proof screw cap.

There's another type of closure, beloved by many preserve manufacturers. The squat table jar of Ann Foote McDougal preserves, and the tall glass jar of luscious Tea Garden preserves, have this cap. One pulls a tab to release an outer circle of metal, which in turn holds on a circle of metal fitting over the top—unusable for re-sealing. A few days exposure to the air leaves an unappetizing "crust" over the top of the product; part dried-up jelly and part dust. Perhaps not spoiled; but impossible to serve to one's family. Certainly, manufacturers of these types of foods should bear in mind the fact that *after* their package is opened in the home, it takes perhaps an average of several weeks before it is completely consumed. If they would follow the adventures of that jar for those two weeks, I am sure they would insist on more practical sealing devices for their containers.

Congratulations to the many distillers and vintners who have seen the light; capping their packages with screw closures, or corks with self or wood flanges. The molded screw caps are a great improvement over the old-style corks that came flush with the top of the bottles thus causing much profanity to flow in the homes of the American public. I, for one, would vote for better cork liners in some of these screw caps. Not infrequently after the fourth or fifth time one opens the bottle, the veneer-thin cork lining crumbles bit by bit into the liquor. I can't say I like cork crumbs in my Manhattans!

I am very fond of the delicious DuBouchett's Seven Fruits for mixing—but there won't be a repeat sale because of an inefficient closure. The bottle is a lovely urn shape, with marvelous re-use possibilities. It has a wide neck, closed with a huge cork. The Seven Fruits, being sweet, makes the cork sticky; practically impossible to remove. I used the mixture twice; then the cork broke in several pieces. I had to find another bottle to hold the balance of the Seven Fruits, its original container becoming useless as a package after half emptied.

I like King's Creme de Menthe with its attractive bottle and label. But, my re-





peat sales will go to the manufacturer who uses screw closures on his cordial bottles. I haven't the energy or the patience to pry corks loose. That is, the corks that come flush with the top of the bottle, as does the King's. The large, well-made corks used, for instance, for Martini & Rossi Vermouth, are very easy to use. They are large enough to extend above the bottle, so one can pull them out very readily without the use of a cork-eating cork-screw. Lloyd's London Dry Gin, fifth, has a cork with wood top. Here again there is no necessity for using the cork screw. This package, incidentally, has "everything." The label and bottle embody that air of prestige, distinction, quality, which makes me proud to put the bottle on the cocktail tray.

I know any number of home owners who deplore the use of paper envelopes for Vaughan's and other brands of flower and vegetable seeds. Often one does not use the entire contents of an envelop at one seeding. Trying to save the rest for another time is useless, unless you go to the trouble and bother of finding the paste and gluing the flaps of the envelope shut again. By the time you've gotten in from the garden to do that, however, chances are the envelopes have been dropped once or twice, seeds spilled, mixed up, etc. If my hardware store stocked seeds that were packed in small cartons, with aluminum pouring spouts at the top, I'd not only buy them myself, but I'd spread the news to all my neighbor flower-lovers, too. Aluminum pouring spouts too expensive for a package of this type, you say? Well, if ten cent packages of salt can do it, why can't you? Use one or two less of the flamboyant colors you're so fond of in your illustrations, or put in a few less seeds to make up for it. We don't sit on the doorstep and count the number of seeds in each envelope, you know.

I like the idea of transparent wrapped stockings, but I never buy them that way. Unquestionably, the transparent wrap allowing one to see the colors, protects stockings from the snags they get from counter abuse. However, the Cellophane wrapped package available at my department store omits the most important information a woman needs to know about the stockings she buys. Short or tall, we want to know "how long are they" . . . petite, medium, extra-long? You have to see the stockings stretched at full length, or know its length by inches, before you know whether it's too long or too short for you. Obviously, the salesgirl can't break open package after package of stockings to find the right

length for her present customer. If and when the transparent package (at my source of supply) has printed clearly thereon, "34 inches from heel to top," then, and no sooner, will I buy these stockings.

Not only myself but a number of my friends advance the desire to have more complete information printed upon the Abbott Laboratories' box of Haliver Oil with Viosterol (capsules). They now purchase the plain Haliver Oil capsules. However, if—as we suspect—the Viosterol is an aid toward combating colds, we would buy the more expensive oil and viosterol product. This I believe is a drug more frequently purchased by consumers upon their own initiative without prescriptions than upon the direct order of a doctor. Advertising has taught all of us how beneficial cod liver and fish oils are. But, it hasn't as yet explained the benefits of viosterol (to our knowledge).

There are dozens of other criticisms I could make . . . the so easily spilled Domino Sugar, for instance; the catsup turning black in the bottle neck because of metal closures on Heinz and Snider's bottles; the "spillability" of practically all powder boxes; the "spillability" of Glazo and Cutex nail polishes; Brown Sugar hardening in packages after opening because they don't say "Keep in Icebox" on the carton; the failure of Kellogg's *et al.*, to provide spouts or pouring devices on the most popular breakfast foods; and so on. The only way you can be sure *your* package is infallible is to watch its progress through the home while its contents are being consumed, noting the bad points and finding out from non-users why they do not purchase your package. A combination of the two should give you a lot of constructive information about your package.

A package giving the consumer everything he or she wants, usually sells, regardless. The Cotton Picker (for instance)—that plu-perfect package—undoubtedly contains much less cotton than the good sized roll of cotton one can buy for the same purchase price. The convenience of the package, plus its beauty, far outweighs economy. One can go through dozens of homes and find



a Cotton Picker in the medicine cabinet, on daughter's dressing table, in Mother's dresser. Triple sales in place of former single sales on roll cotton. The packaging cost of the Cotton Picker must have been left far behind many months ago.



PACKAGE IDENTIFICATION AND PROTECTION

by *Waldon Jawcett*

SHAKE-UP of the NRA places in jeopardy the entire structure of package design insurance erected under the Code system. The hazard does not arise primarily from the fact that reorganization of the Recovery machinery will leave to a few major codes the discipline of business that was, in the beginning, decentralized into thousands of intimate codes. An authoritative declaration against package design piracy and package-mark imitation could prove just as effective in a few comprehensive codes as well as in a flock of minor ones. The risk lies in a double threat to the new-found vision of package control that exists.

Threat No. 1 flows from the fact that the new concept of mutual respect for package originality, through gentlemen's agreements, was one of the ethics self-imposed by organized business in its effort at self-government, under auspices of the NRA. Now looms the question of whether the new pilots of the NRA will accord a place to the principle of design protection in the new set-up which is to be compressed to main essentials. Threat No. 2 arises from the vast muster of smaller business institutions that will be wholly outside the jurisdiction of the reshaped NRA. Can this unregimented mass be won and held to the golden rule of package design priority?

In the last analysis, the fate of "exclusive models" in packagedom, may rest with the survival value of the Code Authorities in the second stage of this new deal. If Code Authorities can come through with all the power and prestige originally assigned to them, there is hope for an unwritten, if not a written law, against trespass upon original designs in dress of goods. Then would it become largely a question of trade sentiment in each package-producing and package-using group. If the moral force of each subdivision of the packaging industries is solidly behind the ideal of a live-and-let-

live observance of the rights of design discovery, means will ultimately be found to summon authority for enforcement, even if NRA is circumscribed.

Union labels may be, henceforth, a larger factor to be reckoned with in mapping packaging plans and policies. The American Federation of Labor has

scheduled, in its future program, a drive to bring its membership to a state of more determined insistence on union labels upon its purchases at retail. Recent increases in the membership of the A. F. of L. have, naturally, conjured visions of the heavier pressure that might be brought to bear. At that, the plot afoot is directed more to the rank and file of organized labor than to manufacturers and packagers who would be eligible for license to use union labels on goods. The feeling at the headquarters of the Union Label Trades Department of the American Federation has

Will the new administration of the NRA incorporate package design protection in its plans, and to what extent? These are questions which are being asked now that a change has been made in the interpretation of the various codes. . . . Cartoned apples are not only outselling the same varieties in wooden boxes but are bringing better prices. . . . A plea for time extension on unused labels, cartons and other containers which would require replacement under new regulations has been made by the National Wholesale Grocers Association.—EDITOR

always been that packers of all classes of goods for general consumption will automatically fall into line and hoist the respective union labels if only the buying power of organized labor can be mobilized to bring about a buyers' strike.

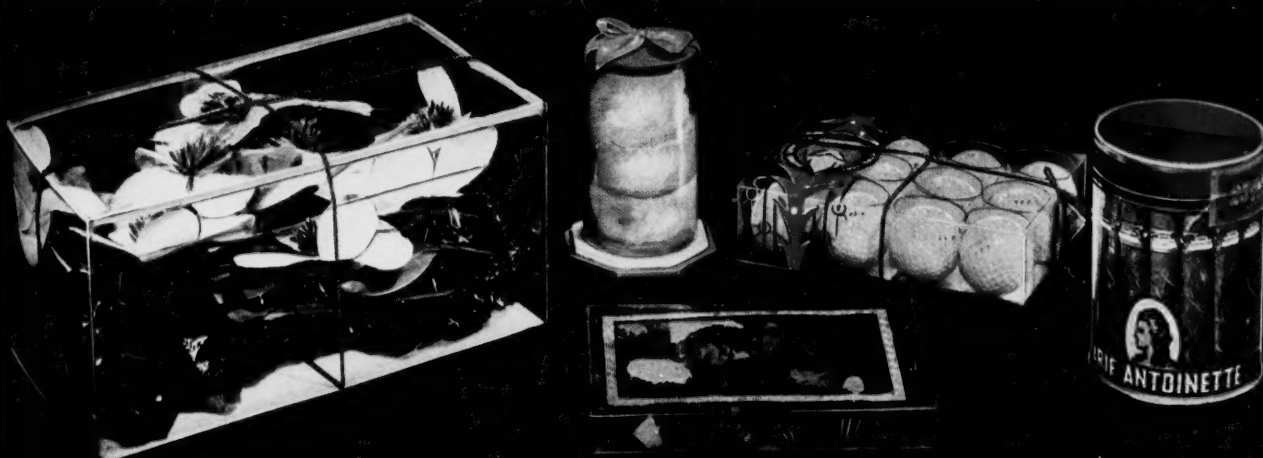
Reclamation of used containers—an important responsibility in many packaging industries—will be complicated if the Federal Food Act is made more rigorous, via the Tugwell-Copeland revision. This view of new hardships upon packagers will be advanced at Washington this winter by the American Bottlers of Carbonated Beverages. Congress will be told that many beverage manufacturers have adopted special mold bottles mainly to make it easy for them to identify and recover their bottles which are merely loaned to consumers. An official ban on fanciful and irregularly shaped bottles would wreck this system. Worse havoc to bottle recognition would come if bottles were "standardized." Finally, there (Continued on page 90)

WHEN IT'S SEEN, IT'S SOLD

People, after all, have little interest in boxes and wrappings. It's the product that they want to see. They want to know how many articles they'll get . . . what colors may be had . . . how big? . . . how small? . . . how attractive?

Until See-Thru made it possible, there was no means of providing full product-visibility to a box-packed item while insuring dust, moisture and air protection. Today, See-Thru Containers combine the sturdiness of the box or can with the sales advantages of transparent wrapping.

Give your product the advantages of being among the first in its field encased in this novel, inexpensive, sales-creating type of package. Write, wire or phone - - -



SEE-THRU CONTAINER CORP.

202 EAST 44TH STREET, NEW YORK, N. Y.
MURRAY HILL 2-5866



PLASKON

brings a new note

to silverware packaging

Molded by the Diemolding Co.
Canastota, N. Y.

For fifteen years and more silverware manufacturers have used display boxes for their "correct service" pieces—the Salad Forks, Butter Spreaders and Serving pieces. The boxes were attractive! The boxes were expensive! But instead of appearing in windows or on counters, they lingered, hidden, under the counter.

This year Oneida Community decided to end this situation. Having made the decision, they were led, inevitably, to the use of molded containers—boxes in which PLASKON'S COLOR BEAUTY would command display space and earn consumer interest and attention. Today, in thousands of

stores these rich, glowing PLASKON covered containers are bringing Community Plate into its deserved "place in the sun". Tomorrow in the sands of homes, these useful, valuable PLASKON containers will perpetuate the vast good-will they are earning for Oneida Community.

So it has been in every instance in which intelligent merchandising and fine design have called upon PLASKON for color and for beauty. So will be with your product.

Consult the free services of our Technical and Designing Staffs to learn how this modern plastic can build up your sales.

TOLEDO SYNTHETIC PRODUCTS, INC. . TOLEDO, OHIO





ALL DRESSED UP FOR CHRISTMAS

AT Christmas time things take on a new color and a new position. It is a happy season and a period of the year when people are in a giving mood. Many people have more money available, either because of Christmas Clubs or because of using funds for gift purposes. What to give is the universal question. Many men have had to wear ties chosen in a hurried moment or else suggested by an incapable salesman. Many women have been obliged to receive inappropriate articles and gifts that they might hesitate to use as freely as had they been more carefully selected. What, therefore, is an appropriate gift? The answer is: one that is adaptable, usable and has a presentable appearance.

Yes, give a gift, but one that is suitable and can be enjoyed. Smoking pleasure has and will continue to be the answer to millions. So sure to be understood and appreciated, at, during and after the holidays. Cigarette manufacturers, keen students of psychological actions and reactions, knowing that their product supplies a ready and happy answer to the Christmas problem, dress their merchandise up for the Christmas season—dress it in a way that changes its entire appearance and yet requires no special stocks, refunded or replaced merchandise. They dress it in a way to appeal to consumer and retailer alike, without adding an unbalanced burden to supplier or user.

The public has always been eager to accept and prompt to buy clean, bright and newly presented, standardized merchandise because of its self-contained aspect. "Change your overcoat or go back to your burrow" could never be said to the fast moving cotton-tail whom nature supplies with the proper colored dress for the proper season. And so, a fast moving commodity like a cigarette must keep pace by lifting its face when the urge is strong and coin flows freely during

the Christmastide. The outside "wrap" cover or closure, either singly or collectively, performs two functions: First, it is a mark of identification of the value contained, and, second, a protection for the contents enclosed. Both are equally important. Important alike to supplier and consumer.

Any added attachments such as tags, covers, wraps or sleeves supply that seasonal or special sales suggestion that centers buying attention on the commodity because of its newness or change for the occasion. The accompanying illustrations show examples of a well known product in its everyday and its holiday sales dress. Packages are sold individually from open cartons which are on display on thousands of counters in drug and newspaper stores, and in hotels, clubs and railway stations. During (Continued on page 89)



Two packages of "Fifties" inserted into one sleeve creates a desirable unit for gift or other purposes. Photos are by courtesy of Atlantic Lithographic and Printing Company



Whether open or closed, the Swank boxes reflect sophistication and good taste comparable to the merchandise they contain. The black velvet background of each box in this group, framed by its base, provides a display of unquestionable sales value

From cravats to Camels (or whatever brand you use) is the utility line of travel for these molded boxes



SWANK PRODUCTS HAVE SWANKY PACKAGES

"SOME like it hot; some like it cold" may be said to express the viewpoint that is shared by certain manufacturers of men's appurtenances with respect to their packages. In other words, in the styling and construction of containers and displays for their merchandise, there is a definite attempt—and, more often than not, a successful one—to create in those packages an appeal to varying tastes. In style expression, in the materials used and in the manner of presentation, the several groups of packages thus offered will then make a bid to a wider range of prospective customers than if a single type of package is seeking for attention. There is also the opportunity—by the use of such a plan—for each box to express the individuality of its displayed merchandise—each package is, in effect, tailor-made to fit the particular style of goods it contains.

Casting about for a designation that will characterize this season's packages of The Baer & Wilde Company, one does not have to seek very far. The products of this company include cuff buttons, collar holders, tie clips, evening sets, collar buttons and buckle sets—an attractive quality group that is distributed under the trade name of "Swank," which seems to suit, admirably, the design, finish and style of these products. Now you've probably guessed it: we think of these packages, and decidedly so, as "swanky." For that expression—Mr. Webster defines "swank" as "an active, alert young fellow"—seems eminently fitting to describe them. With each of these products or each group ensemble is an individual package, so devised that it serves as a display. Look them over, in reproduction on these pages, and we think you will agree that the foregoing classification—for both products and packages—is far from wrong.

With an elegance that clearly reflects the quality of their enclosed products, these metal and leather cases used by the Baer & Wilde Company compel attention and possessive desire

To brief these packages, so that an idea of color and materials may be had: The tie clip box at the top of the opposite page has a red base with the cover in gold, red, black and white. Another variation of this uses a silver, black and red cover with a horse and rider in silhouette. The boxes for cuff button and tie clip combination, also for the tie clip and collar holder combination, make use of similar colors in harmonious arrangement. As an interesting touch to both of these groups are added small decorations of red casein—note top and sides of the packages referred to. The remaining set-up boxes shown in the group are of similar design and color combination, although in a larger size.

In combinations of red and black, the molded plastic boxes for collar holder and tie clip assemblies step directly into the re-use container class and offer an interesting departure from the usual type of cigarette or gadget box.

But we are not through yet. The remaining illustration of these effective boxes shows (*Continued on page 87*)



SEE HOW YOU ROLL YOUR OWN

by Edward Thompson

MEETING a demand for a small, compact, yet thoroughly practical cigarette roller, the E. C. Machine Works, Inc., of Garfield, N. J., has successfully introduced the Caldwell Baby Grand cigarette roller. In these days, when billboards, magazine and newspaper pages and the radio are encouraging the purpose of the "tailor-made" brands, it is a difficult feat to interest the buying public in "rolling their own." There still exists, however, the desire for economy and, properly presented, the idea or method which gives promise of bringing about such a condition is not unheeded. Besides this, there is, on the part of many consumers of cigarettes, a preference for the individually, hand-rolled kind, for the making of which can be used particular brands or blends of tobacco.

Appreciating that the public will buy if the merchandise is offered in a manner that incites interest and attracts attention, the manufacturers of this cigarette roller, having a unique and dependable product, felt that it was necessary to so dramatize the features of the device that purchases would be attracted from others than those who would ordinarily buy such a roller. Hence a need for a package and a display which would give an adequate presentation of the device itself as well as of its utility. This purpose was accomplished through the cooperation of Brooks & Porter, Inc., who designed and made both the individual packages and displays used for the Caldwell cigarette rollers.

The compact size of this roller—3 in. x 1 1/8 in. x 5/8 in.—and its complete weight of only 3/4 oz. makes it an ideal size and weight to be carried in the vest pocket or in a lady's pocket-book. Many features and improvements have been incorporated in its design and construction. It has a highly finished and extremely attractive case and can be had in any color. The case is made to snap open or remain closed without the aid of any spring or metal device.

After making one cigarette, the roller is ready to make another, without rewinding,

by simply reversing the position of the roller. There is a "tension control" which regulates the density of the packing of the tobacco of the cigarette in process.

Another feature, which is claimed, is that a perfect cigarette is made irrespective of how much tobacco is placed in the roller. Whether too little or too much, it merely determines the diameter of the cigarette, so that a perfect cigarette can be made of any desired size that one's fancy dictates, from a match-stick to a cigar thickness. Furthermore, a perfect cigarette can be made with any kind of tobacco whether it be granulated, fine cut or plug cut. Either plain or gummed cigarette paper can be used.

Shown in the accompanying illustration, it will be seen that the "cut-out" cartons, which are printed in yellow and blue, enable a part view of the roller. This visualization is further amplified by the reproduction of the device in use as shown on the display. And the lettering on the display emphasizes the various advantages and economies to be had through the use of the roller. Altogether, the assembly of display and packages forms an effective merchandising plan for the retail dealer as well as for the manufacturer.



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SPOTLIGHTING SEASON, STYLE AND QUALITY

"KREMENTZ presents"—without fan-flare but in a truly modern manner and in the best of taste that is masculine-appealing—its line of men's accessories. Not only are the goods themselves expressive of quality but the display setting accorded to each item or group is such as to enhance its value in the eyes of the prospective customer. How this is done may be evident from the accompanying illustrations of displays and boxes.

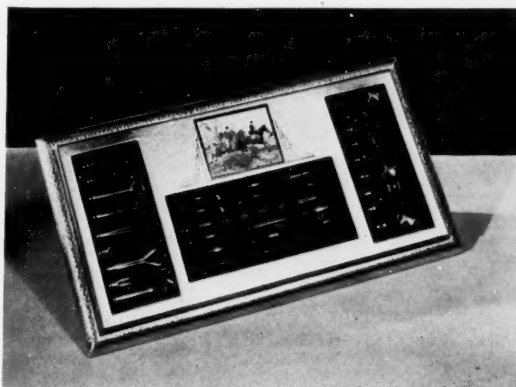
Shown above is a modernistic "step" display which permits an advantageous showing of the jewelry, interchangeable at the discretion of the dealer. To focus attention, the circular panel permits the use of an appropriate illustration—one in which the utility and beauty of the jewelry is emphasized. These illustrative cards are interchangeable. Here is shown a view on the golf links; a yachting scene and others, to fit

the season, are provided and can be used by the dealer.

Similarly, the display board shown below makes a direct hit with its tie-up of illustration and merchandise. Both are in excellent good taste and deliver a direct message to the man "who wears 'em" or to the woman who knows what *he* wants.

The individual packages, too, are created in a manner which reflects the masculine atmosphere. The set-up paper boxes have a red base, black hinge cover and a gold stripe panel, with dull gold paper lining. The leather and metal cases are of black pigskin grain which contrasts splendidly with the metal edges that show in both open and closed position. As may be seen, the trade mark in each case appears on the inside of the cover. On the leather cases it is also on the outside. Displays and individual packages are the work of the Dennison Manufacturing Company.

Krementz & Company has incorporated masculine appeal "plus" in its utilization of displays and individual boxes for its men's jewelry. In color and illustration these are exclusively in the masculine sphere and yet answer the eternal feminine question "What to get him?"



The new Palmolive utility gift box, designed by Simon de Vaulchier, as were the other packages shown here, extends timely greetings, includes an interesting selection of men's requisites and serves a convenient re-use purpose



FOR THE CHRISTMAS BARGAIN SHOPPER

FOUR new Christmas boxes—two of which are shown in the accompanying illustrations—have been announced by the Colgate-Palmolive-Peet Company. These consist of the Colgate and Palmolive utility gift boxes and holiday boxes, all four being designed by Simon de Vaulchier. The utility boxes are in leatherette finish and will serve later as smart traveling kits or handkerchief boxes.

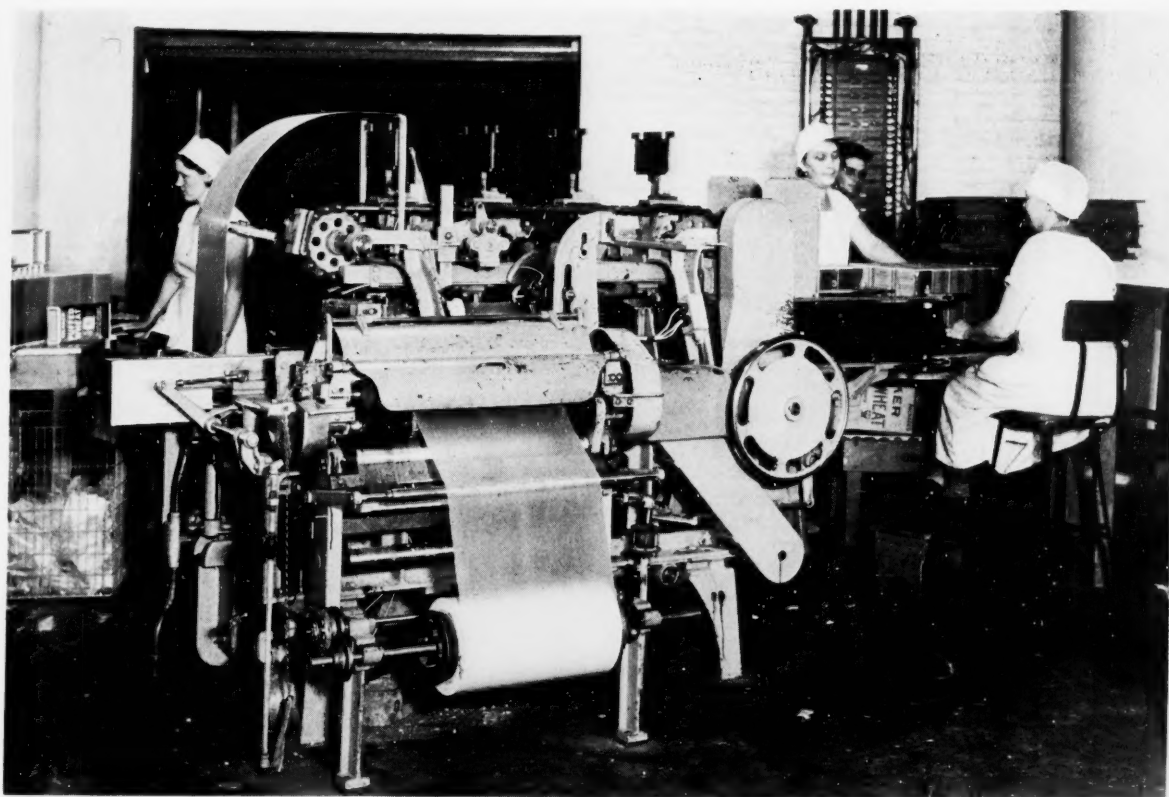
"These new gift packages have been designed to appeal to the keen bargain sense of Christmas shoppers," states W. R. Veale, manager of the Colgate Toilet Articles Division. "They offer impressive value

in the attractive setting that a holiday gift requires. Best of all, the druggist who buys direct can offer his customers these gifts at real bargain prices and earns 33 $\frac{1}{3}$ per cent profit. All of the products in these Christmas boxes are nationally advertised, so that each druggist will clean his stocks out rapidly and make money on them."

Left: Colgate's holiday box carries its message in script on a blue and silver cover with, of course, a supply of the needful accessories for men. Right: Dramatic poster style and eye-compelling colors individualize tube and carton of Colgate Rapid-Shave Cream



LITTLE JOURNEYS TO PACKAGING PLANTS WHERE MODERN MACHINERY DOES THE JOB



Six wax wrapping machines like the one shown above are required by the plants of the Quaker Oats Company for completing the packaging of its puffed wheat and puffed rice products. These machines are supplied by the Johnson Automatic Sealer Company, Ltd. Smooth operation reduces to a minimum, breaking of the paper as it passes from the original roll through the various operations

The Walgreen Company of Chicago has installed in its drug department bottle capping equipment which pays for itself approximately every six months—possibly less. This equipment, shown at the right, of a motor-driven flexible shaft with a chuck at the end by means of which the caps are screwed on with great rapidity and with a uniform, pre-determined degree of tightness. This equipment is used for handling small runs that would not pay to put through the large automatic machines. Practically all sizes of caps from 10 or 15 mm. to 50 mm. are handled. The time required for changing from one size or shape of chuck to another is a matter of something like three or four minutes and does not present any problem. This equipment is manufactured by the R. G. Haskins Company. The rate of production depends upon the filling machine. On the job shown in the illustration—a hand lotion product—the rate of capping is about 60 per minute



Editorially speaking ★ ★

ADJUSTING OUR COLOR IDEAS



EVERY now and then our ideas and beliefs are shunted into reverse or receive some similar shock that makes us check back and consider the basis of those beliefs. Are they founded on established facts or are they merely the result of accumulated expressions of thoughts that have been passed along over a period of time and have received their acceptance through custom or usage? Most of us prefer to maintain a state of open-mindedness, to be willing to accept ideas that may be contrary to those we have long accepted, provided substantial proof is offered, and with certain allowances, of course, depending on the degree of our credulity. Some of the things which we know are the result of our actual observance or experience; others we accept on the say-so of what we believe to be authentic and dependable sources. Color, its use, symbolism and influence, has been—up until now—one of the latter.

But we admit a disturbance on this point, due to recent statements that have appeared. So much so that we feel that a first hand expression, in so far as the subject might relate to package design and interpretation, is advisable. Hence the article "Upsetting Our Color Beliefs" which appears on page 50 of this issue. Written especially for MODERN PACKAGING by Messrs. Pierce and Weinland, this very briefly outlines experiments that were conducted under the direction of these gentlemen—an experiment which caused a change with respect to long-standing beliefs of color interpretation. For instance: "One hundred fifty thousand work operations completed under the influence of colors gave no reason to believe that red is warm or green cool or energizing." Yet for years most of us have taken such color comparatives for granted.

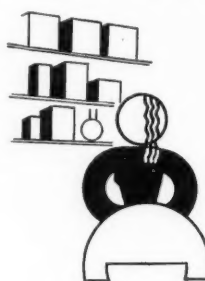
So now, it seems, we must be prepared to accept the new and, admittedly, more scientific findings or else unearth some substantial evidence to prove that our earlier beliefs should not be doomed for the discard. It will not be the first time that we have broken away from ideas that we have grown up with and taken for granted because of heritage rather than factual proof. There will be some objectors—there always are—to an idea which, at first flush, may seem so radical a departure as that indicated by the results of the experiment of Pierce and Weinland. We'll be interested to hear from readers—pro and con—believing that further discussion on the subject can in no way affect the advantages that will come from a complete understanding of color utilization and interpretation.

WHAT EVERY WOMAN KNOWS

"CONVINCE a woman against her will, she remains of the same opinion still." We should be, but we are not, certain as to the accuracy of this quotation. But the sense of it is in accord with the original, and therefore serves our purpose. High pressure copy, repetition and other artifices of advertising have been responsible for the acceptance of many devices and products by the consumer. Through such means our buying public has become "conscious," with a resulting movement of the goods so promoted. When, in certain cases, there has been a failure, on the part of the merchandise, to meet the claims that have been made for it, there has been a falling-off in sales—a situation that resulted not only in a loss to those directly concerned but one in which discredit was, indirectly, cast on the fair name of advertising. Hence, the urge on the part of those interested for "truth in advertising."

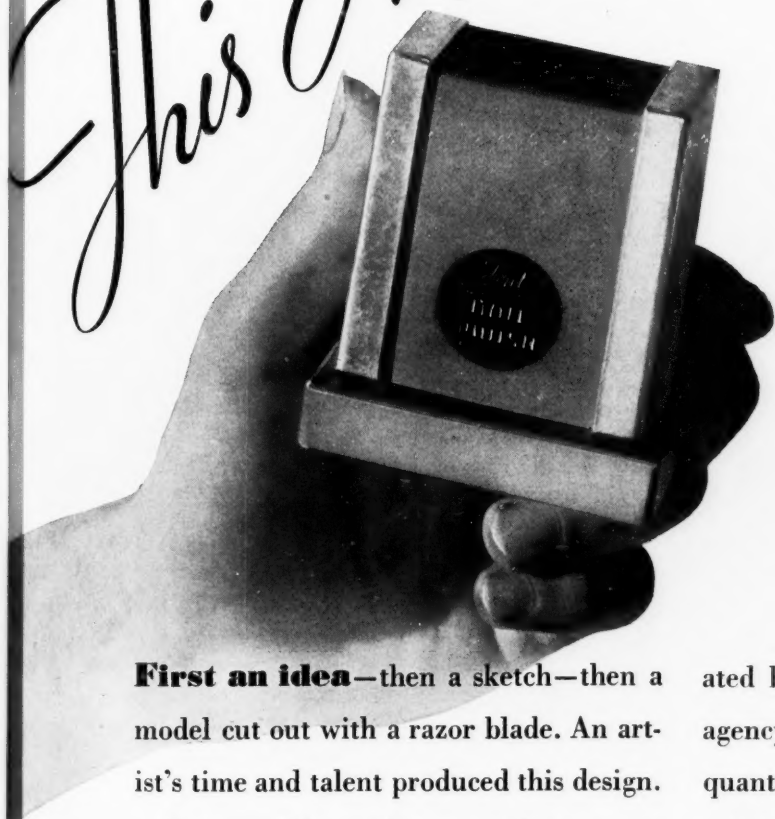
In reviewing our attitude with respect to packages in general, we have often thought that a more critical stand on what is good, bad or indifferent would be advisable. We have been accused, at one time or another, of "damning by faint praise." On the other hand, it must be admitted that, in the role of mentor to the packaging industry, a large part of our function is to present current facts regarding packaging materials, methods, designs and other pertinent information—to act as a clearing house for that which is new and utilizable in the package field. In many cases, to deliberately condemn a package would be to handicap what otherwise might prove of successful usage. In this policy, however, we do not feel that we have gone beyond the bounds of veracity.

Our reason for raising the foregoing points at this time is that exception may be taken to the contributed article "Can You Take It" which appears in this issue. In this, we asked for a frank expression. We got it! And we believe that the criticism contained therein will be accepted as constructive, for it is so intended. After all, the lady of the house rates as an important customer and can scarcely be neglected. She may be convinced for the moment, but her final decision as to what package she likes or does not like rests with her impressions during its existence.



A. E. A. Blusham.

This Model cost \$100~



**but how can
a million be
produced at
6 cents each?**

First an idea—then a sketch—then a model cut out with a razor blade. An artist's time and talent produced this design.

But, can it be made in quantity at a cost you can afford? Will it print, cut, fold as you want it to do? Only experts can tell.

That's the time to call in Dennison. For here at your service, without cost or obligation, are experts in printing, embossing, die-cutting, box-making, gumming—all the mechanics of packaging with paper. They will take sketches and models cre-

ated by your artists or your advertising agency—and show you the short-cuts to quantity production. Or, Dennison's own artists will take your problem, create new designs, and print and produce them, just as they are doing regularly for hundreds of leading manufacturers.

A complete packaging service is ready to serve *you* at a moment's notice. A competent representative will respond promptly. Dennison Manufacturing Co., Framingham, Massachusetts.

**For Better Packaging . . .
See Dennison First**

BOXES • LABELS • SEALS • TAGS • PRINTED WRAPPINGS • ENVELOPES

HERE AND THERE IN THE PACKAGING INDUSTRY



The fifth **Packaging, Packing and Shipping Conference, Clinic and Exposition** sponsored by American Management Association will be held at the Palmer House, Chicago, March 4 to 8, inclusive. It is tentatively planned that the conference and clinic sessions will be held in the mornings so that ample opportunity will be offered to visitors to attend the exposition during the early afternoon and evening. Complete details regarding the program have not yet been released, but these will appear in a subsequent issue.

The Second Annual Meeting of the **Packaging Machinery Manufacturers Institute, Inc.**, together with a meeting of the industry and trade, was held at the Edgewater Beach Hotel, Chicago, Ill., Oct. 12 and 13.

The following directors were elected: For three years: Kendall D. Doble, Pneumatic Scale Corporation, Ltd.; C. E. Schaeffer, Stokes & Smith Company; Wallace D. Kimball, Standard-Knapp Corporation.

The members of the board of directors who remain in office are: For two years: H. H. Leonard, Consolidated

machinery division; E. A. Metz, corrugated and fibre box machinery division; E. E. Finch, liquid filling, capping and labeling machinery division. Helen L. Stratton, of 342 Madison Avenue, New York City, N. Y., was elected secretary and treasurer.

Members of the Code Authorities of the respective industries were present and reported on the administration and enforcement of the Packaging Machinery Industry and Trade Code, and supplementary codes for the Paper Box Machinery Industry and Trade, and Can Labeling and Can Casing Industry and Trade.

The members of the committee on arrangements for the meeting were H. Kirke Becker, chairman; Charles L. Barr and F. B. Redington. A luncheon was tendered the entire membership of the convention Oct. 12, by the Chicago area members of the Institute: F. B. Redington Company, Triangle Package Machinery Company, J. L. Ferguson Company and Peters Machinery Co.

At the annual dinner of the Institute, guest speakers were W. J. Donald, former vice-president and treasurer of the Institute, and J. T. Cheney, assistant Deputy



American Tissue Mills, with general offices at 12 Crescent St., Holyoke, Mass., has announced a new display room which exhibits samples of all of the Perkins paper products made by this company. The entrance to the display room consists of a modern store front in which are shown various suggestions for use of the products for everyday or particular season use. The display room is air-conditioned, soundproof and equipped with modern furniture

Packaging Machinery Corporation; H. K. Becker, Peters Machinery Company; Roger L. Putnam, Package Machinery Company. For one year: A. G. Hatch, M. D. Knowlton Company; G. Prescott Fuller, Dexter Folder Company; Morehead Patterson, American Machine & Foundry Company.

Subsequently, the board of directors re-elected the following officers: president, H. H. Leonard; vice-president, H. Kirke Becker; vice-president, R. L. Putnam. In addition, the following vice-presidents in charge of divisions, were re-elected by the board: Kendall D. Doble, dry filling, sealing, cartoning, lining and wrapping machinery division; G. Prescott Fuller, wire stitching division; J. L. Whitehurst, can labeling and can casing machinery division; J. S. Stokes, paper box

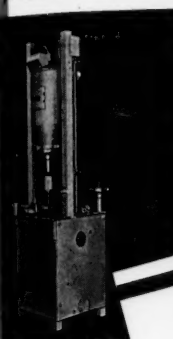
Administrator, National Recovery Administration, Washington, D. C., Assistant Deputy Administrator in charge of the packaging machinery code and its supplementary codes.

A space of considerable size on the third floor of its factory has been designated by **The Karl Kiefer Machine Company**, Cincinnati, Ohio, as a display room. At least one machine of each type manufactured, or representative types, will shortly take its place in what the company hopes will be one of the most attractive displays of machines anywhere, a display which is to include large photographs of representative installations of Kiefer equipment throughout the land.

According to E. E. Finch, general manager, business

UNIVERSAL FILLER

For any powder, granular product or paste. Fills by gross weight, volumetric measurement or packing. Speed: 15-30 units per minute.



CONVEYOR NET WEIGHT SC.

For nuts in shell, candies, flaked products, etc. Fills by net weight. Speed: 15-25 units per minute.



VOLUMETRIC FILLER

For salted and shelled nuts, tea, whole spices, flaked cereals, etc. Fills by volumetric measurement. Speed: 20-30 units per minute.



Ask us

STOKES & SMITH CO.

Gentlemen:

- ☐ Please have one of your packaging engineers call when he is next in this vicinity.
- ☐ Please have one of your packaging engineers call at once.
- ☐ Please mail us additional information.

We are particularly interested in.....

Name.....

Company.....

Address.....



WHAT packaging job you have been doing — or that one you are considering — are you sure you have found the ideal method of handling it?

The packaging advice of Stokes & Smith Engineers has saved many manufacturers many, many dollars on their packaging operations. For efficient, economical service you, too, should have their advice.

The attached card is for your convenience. It requires no stamp and places you under no obligation. If you decide to use S & S Equipment, convenient payment terms are readily available. Mail the card now.

STOKES & SMITH CO.

PACKAGING MACHINERY

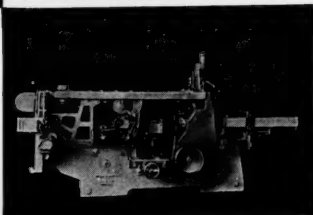
PAPER BOX MACHINERY

Frankford, Philadelphia, U. S. A.

British Office: 23, Gaswell Road, London, E. C. 1

AUTOMATIC TIGHT-WRAPPER

For all food and grocery products. Automatically tight-wraps carton with printed label. Speed: 60-70 units per minute.



NEVERSTOP FILLER & SEALER

For all grocery products in cartons. Feeds cartons, bottom seals, fills, top seals. Speed: 40-75 units per minute.



with the Karl Kiefer organization has been and continues to be, exceptionally flourishing. He states that only recently extra space has been acquired for manufacturing, and company plans embrace further expansion before long. With repeal, the Kiefer plant found itself engulfed in a whirlpool of new business which, added to its general lines and to the vast business which the return of beer brought the company, has resulted in the busiest year and the biggest volume year in the entire history of the company, which dates back 35 years.

National Adhesive Corporation will start large scale production in a new \$250,000 addition to its main factory at Dunellen, N. J. This new plant, complete in itself, has been built expressly to house the equipment for a number of new starch refining and dextrinizing processes developed by the company over a period of years. The new building is a modern concrete structure, three stories high, with floors of extra heavy capacity to accommodate the specially designed machinery. A novel arrangement has been the bringing of an additional main line spur track of the Central Railroad of New Jersey into the second floor of the building.

The growth of the National Adhesives Corporation to its present position of leadership in its field has been marked by constant expansion, not only in size but also in the quality and character of its products. The company now operates seven factories, located in Dunellen, N. J.; Chicago; San Francisco; Boston; Toronto; Montreal; and London. In addition, it maintains sales offices and warehouses in all the principal cities of the country.

Container Corporation of America reports estimated consolidated net income of \$164,002 for the third quarter ended September 30, 1934, and of \$762,861 for the nine months ended September 30, 1934, after deduction of selling and administrative expense, interest, depreciation, federal taxes and reserves for year-end adjustments. In the calculation of these estimates credits arising from the acquisition of bonds, debentures, and preferred stock at a discount and charges resulting from retirement of buildings, machinery, and equipment have been treated as surplus adjustments.

Continental Can Company, Inc., will erect a three-story addition to its plant at Houston, Texas. Upon completion the company will have a completely integrated can manufacturing unit at Houston for the manufacture of all kinds of cans including packer's cans for fruit, vegetables, etc., and general line cans for oil, paint, drugs, chemicals and other miscellaneous products. Increased facilities will permit the company to render better service to the fruit and vegetable canners of the Rio Grande valley and generally to its customers in Texas. Improvement will entail an expenditure of approximately \$400,000.

Metropolitan Museum of Art, New York, will open its exhibition of contemporary American industrial

art—the thirteenth in the series—Nov. 6, a private view for members of the Museum being held on Nov. 5. Collaborating designers and manufacturers to date number over 200, all in the field of home furnishings. The exhibition will consist of industrial products, which will be assembled to form group arrangements in the gallery, the groups themselves brought together to constitute three major units, thus giving the impression of three smaller galleries within the single hall generally reserved for special exhibitions. Twenty architectural and industrial designers have accepted responsibility for the design of the groups and larger gallery divisions.

W. I. Frost, with headquarters at 1231 E. 7th St., Los Angeles, has been appointed by the F. J. Stokes Machine Company to act as sales representative for its line of chemical, pharmaceutical and packaging machinery in Los Angeles and vicinity.



For dealers' counters and island displays—the merchandise may be seen at any angle. This display was designed for Tung-Sol Lamp Works, Inc., by Mahlon A. Cline and printed by Sweeny Lithographing Company

A correction should be made in the statement appearing on page 35 of the October, 1934, issue. It is there stated that 850,000,000 beer bottles were made by Owens-Illinois during 1933. This figure is exaggerated; 400,000,000 is more accurate, with approximately one-third of this number during 1934.

IN the October issue in the article "A Complete Department in a Display," a quotation was credited to A. Schumann, president of the Star Brush Manufacturing Company. This is incorrect as Mr. Schumann has not been actively engaged in the business for the past year. The statement was made by L. R. Schumann, vice-president of the company.

AN INVITATION★



THERE ARE OVER

130

RIEGEL PAPERS

made to fit the specific packaging needs of various industries. If you are faced by some production problem, bringing out a new package, dressing up an old one, or just frankly trying to cut your packaging costs—write us your story today. To manufacturer, printer or advertising agency we offer unbiased advice based on experience and research work in many fields. There is no charge, of course.

OUR PORTFOLIO
OF PACKAGE
PAPERS SENT
ON REQUEST

RIEGEL PAPER CORPORATION★
342 MADISON AVENUE • NEW YORK

ATTAINING UTILITY VALUE AND PRODUCT PRESENTATION

(Continued from page 43) practical for the re-use purpose intended. And the above plan has successfully overcome this criticism.



Originally appearing in a paperboard box with a transparent window, the Featherweight garter is now packaged in an entirely transparent display container. Similarly packed is the Collegiate garter which is new this year—so named because it plans a "repeal" of the "garterless" fad, generally conceded to have started on the campus

A study of the Pioneer packages illustrated and briefly described herein must bring the admission that the purposes sought have been admirably attained. To use the company's own expression, each package "must make the prospective purchasers see 'quality'; it must give the feel of 'distinct advantages.'" In this respect, this year's Pioneer packages surpass the offerings of previous seasons and take full advantage of that progress which is being made in package design and the utilization of new or improved materials.

And, withal, the cost factor on these items has been carefully considered. This point is one which requires careful thought on the part of the manufacturer, for, obviously, he must keep within the bounds that enable a fair profit from the sale of his merchandise. He, too, is constantly aware of the fact that the purchaser who receives full value for what he pays expects similar treatment when he buys again.

THE MATERIALS OF PACKAGING

(Continued from page 49) a sample. Then, to reassemble the dies is a simple matter for these men trained in their jig saw puzzle intricacies.

The cutting and creasing dies are placed, when made up, upon machines very similar to printing presses in appearance. The previously printed sheets are fed, in quick succession, past the form of dies and are delivered to the opposite end of the machine where they are permitted to stack. When these stacks reach a convenient height—two to three inches in most cases—they are passed on to an adjoining table where teams of girls dexterously remove the waste edges and corners with long handled hammers similar to a lather's hatchet.

These teams develop surprising speed and accuracy, neatly clipping away every bit of waste without hitting or marring the usable portions of the sheet. The several cartons are piled on skids to await shipment or forwarding to the gluing department.

In this department operating the ingenious gluing and counting machines which take flat cartons, fold them and seal the proper edges together with glue. They then smooth the erected carton back to a flat shape so that they may be easily erected by the product manufacturer when the time arrives for their use. As they pass in overlapping rows, onward to the packing tables, a counter periodically throws a carton off line to indicate to the packer where a given number is to be had. No human counting is necessary.

Cartons for the enclosure of butter require a special glazed finish in addition to their coatings designed to preserve their contents against moisture. This glaze is attained by running them through hot paraffine and then immediately through a tank of chilled water which not only hardens the paraffine but imparts to it a high gloss. The operator of this machine is so skillful that he can riffle and feed three rows of cartons at the same time even though the speed of the action sucks them through the rollers with a whirl.

Some styles of cartons, notably those designed to hold individual pies, are made with transparent cellulose windows, the better to display their contents. An unusual machine has been developed which cuts these windows and glues them in place at the rate of hundreds per minute. Other devices staple cartons and perform many other astonishing feats.

Frequently it is desired to provide a high, wear-resisting gloss to a carton to increase its visibility and attractiveness. Recent developments in the varnish field have made the application of such a finish practical as a single additional run through the printing press, which can apply an over-all coat or can spot the varnish to particular portions of the cartons as may be found desirable.

It may be well to repeat a word of warning in regard to designing, quoting from our previous article on glass manufacture: The question of choosing a designer will undoubtedly arise. Perhaps you will desire to have the same hand that controls the design of your labels,

Individuality



Exotic! Different! Yet not hard to look upon. But there is a gentility, a quality, a class distinction that readily identifies one person from another. So it is with all goods sold in packages . . . metal or otherwise. Heekin vivid reds, brilliant yellows, pure whites and glistening blacks . . . in fact every color of the rainbow, can be skillfully built into a new package, or used to enliven an old one to give it an individuality that will make it modern and competitive. Why not give our package designers the opportunity to prove it. THE HEEKIN CAN COMPANY, CINCINNATI, OHIO.

HEEKIN CANS
Lithographed
WITH HARMONIZED COLORS

NOVEMBER, 1934 77

bottles and wraps likewise control your carton design. If such be the case, make certain that your designer works, from beginning to end, in close relationship with the carton manufacturer. He will thus save not only on original costs and by the simplification of design, but will also lay a foundation for a continued saving with every run of carton you order through the years to come.

You may, on the other hand, prefer to work directly with the manufacturer's designing department. If such is the case, remember that, while these gentlemen pos-

sess all technical qualifications, it is up to you to see that they understand thoroughly all the factors of manufacture and market and sales conditions under which you will work. So that, beyond producing a technically perfect carton, they will also produce a carton which is perfect from consumer, dealer and processing points of view.

Prime essential in planning cartons: Work closely with your source of supply; go slow—and start off in the right direction."



FROM BOUDOIR TO BANQUET

WHEN will the ingeniousness of those designers who plan for re-use packages cease? Not a logical question, perhaps, but one that is apt to be asked as the on-looker views the various offerings that appear, in package form, on the retail shelves and counters. An endless procession of them; each one, it almost seems, transcending the last one which has attracted our attention. So the answer is that it "ain't going to stop," for therein lies the opportunity for the creative ability of the real designer—to intrigue, to satisfy the whims and practical desires of the prospective consumer—and the designer is, after all, a common-sense, business sort of person who knows somewhat more than the rudiments of merchandising and its effectiveness in business today.

And what an opportunity there is for the re-use pack-

age or idea that can move from one utility to another. We find them in many and varied combinations. The most recent one to command immediate attention, from the standpoint of both beauty and sensible application, is that shown in the accompanying illustration. For Lentheric's decanter tray, molded of ivory Plaskon and decorated with an inset mask in metal, is designed with modern simplicity. On the tray are three 8-oz. decanters of Bouquet Lentheric (perfumed Eau de Cologne) in the three leading fragrances of Miracle, Asphodele and Lotus d'Or. The tray complete with the decanters retails for \$10.00.

After this tray set has completed its term of service on the dressing table, it can be converted into a very attractive cocktail or cordial ensemble—a logical, and sensible, transition "from boudoir to banquet."

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You may have sold her mother, ..Are you selling HER?

MANY a product has enjoyed the good will of generations of users because of its fundamental qualities. But all too often, a good product loses out to new competitors simply because it has failed to "keep up with modern trends."

The package, for example, that was good enough years ago may fall far short of the standards expected by the woman of today.

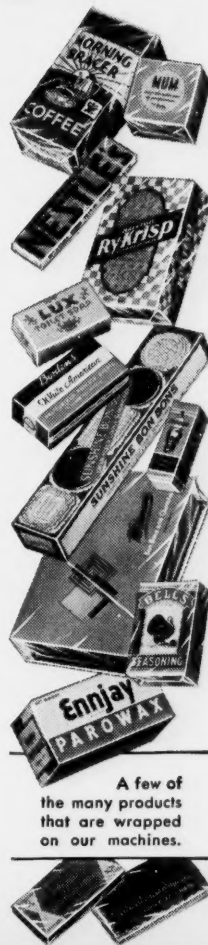
It is our business to help manufacturers to keep their packages abreast of the times—and to give them also the *new economies* that modern packaging machinery makes possible.

Modern wrapping methods can: (1) Improve the general appearance of a package—express quality and distinction. (2) Make the product yield greater consumer enjoyment and satisfaction by keeping it fresh (important for food stuffs, tobacco, etc.). (3) Create sales by displaying the product itself (transparent wrapping).

Serving the majority of America's package goods manufacturers for a long period of years, we have developed a large line of machines for wrapping a wide range of products in many different ways. When you seek improvements in packaging, lower costs, or a way to wrap a new product, bring your problem to us.

PACKAGE MACHINERY COMPANY, Springfield, Massachusetts
NEW YORK CHICAGO CLEVELAND LOS ANGELES

Peterborough, England: Baker Perkins, Ltd.



A few of
the many products
that are wrapped
on our machines.

PACKAGE MACHINERY COMPANY

Over 200 Million Packages per day are wrapped on our Machines

MACHINERY—SUPPLIES

Included in this department are the new developments in Packaging Machinery and Equipment and Package Supplies, briefly described for the service of our readers

ANIGRAPHING—A NEW PROCESS OF APPLIED DECORATION

ONE of the handicaps in modern packaging has been the limitation of possibilities of decoration, particularly in the glass and plastics materials field. A new process termed "anigraphing" is said to give a new versatility plus excellent practical applications which allow for a pleasing combination of artistic design and a protection not possible heretofore.

The word "anigraphing" is synonymous with lithographing, printing and certain types of engraving and like graphic art processes except that it has particular application to glass and plastics in a manner to produce striking effects, with semi-permanency and a wide range of possibilities in package styling.

binations and transparencies never before possible. The product in the container may be used as one color for a background and three colors combined with it harmoniously to form a striking package. Several examples of such applications are shown in the accompanying illustration.

The semi-permanency of the completely anigraphed jar, bottle or container gives added advertising value as it is a constant reminder when used in the home of the maker and the product. Resistant to solvents in ordinary use, the package may be washed and kept clean, bright and fresh whether on the dealers shelf or in the home.

Efficient control of the process where it is operated exclusively in well regulated glass plants adds to the protection against bootlegging as every container anigraphed is under strict supervision and cannot be duplicated. This fact together with strict laws now being enforced make it extremely hazardous for any one to attempt to duplicate the label or design or try to use anigraphed containers for refilling. It is too obvious a glaring and unlawful procedure for the bootlegger to attempt.

One of the outstanding features of anigraphed labels is the practical production program. It is



This illustration shows the application of anigraphing to glass containers and gives an idea as to the type of work that can be done. As may be seen reproduction of lettering, line design and half-tone may be obtained. The examples shown include application of one, two, three and four colors

It is stated that anything that can be printed on paper may now be anigraphed on glass or plastic containers and in as many colors and variations. The practicality of the printers and lithographers art together with mechanical developments have given anigraphing speed, accuracy, perfect impression and low cost of operation.

Many months of intensive effort with materials, methods and machines have perfected the process of anigraphing so that it is possible to anigraph a bottle over its entire surface, using half tones and color com-

possible to anigraph bottles as fast as they are manufactured thus allowing for economies to be passed along to the packer and user of containers. The packer receives his containers from the glass plant with his labels anigraphed on, ready for use.

The American Anigraphic Corporation, 202 East 44th St., New York, is licensed to operate and install the process and has perfected the machinery now ready for installation in the glass plants. The process is applicable to the drug, cosmetic, food, liquor and any line where a label can be used.

"LUCKY SEVEN"



You needn't be a gambler to find a good omen in the forthcoming appearance of the seventh edition of the Packaging Catalog . . . a bigger, better, more complete volume than ever before.

Just look at the record of its six forefathers—the Packaging Catalogs which since 1929 have been building business for manufacturers of packaging materials and machinery.

This seventh catalog starts off a winner. Everyone likes to ride a winner and for a while we can offer this opportunity to all new subscribers to Modern Packaging. It is the most attractive and important offer of its kind we have ever been able to make. While a small available supply lasts, we offer a copy of this incomparable new Packaging Catalog together with a year's subscription to Modern Packaging, without any additional cost. In other words, a regular \$5.00 subscription brings with it, for the time being, this remarkable new Catalog.



Remember, you get both for the price of one with all the timeliness, beauty and appeal of each issue of Modern Packaging for twelve months together with this wonder book of the packaging world—the new Packaging Catalog. But we urge that you act at once for the new supply is nearly all subscribed for now. Use the attached card. It requires no postage. We will bill later.



PACKAGING CATALOG

425 FOURTH AVE., NEW YORK

NOVEMBER, 1934 81

RUST-RESISTING STITCHING WIRE

To meet the particular requirements of manufacturers of soaps, lards, butter and other acidiferous productions for a special stitching wire for fibre boxes, Acme Steel Company, Chicago, has developed "Blue Label" Silverstitch. These shippers, it is stated, are confronted with the problem of blemishes on their shipping containers and inside packages, caused by rust and corrosion of stitching wire used.

Acme "Blue Label" Silverstitch is said to satisfactorily overcome this problem, due to its superior rust-resisting quality. This stitching wire, because of its special processing, is slightly higher in cost.

Acme Steel Company state that "Blue Label" Silverstitch is made in one-piece 5 and 10-lb. coils, and to the same exact standards of width, thickness and temper, as established by the standard Acme Silverstitch stitching wire, used by shippers for many years.

MIDGET BOTTLES FIND NEW USES

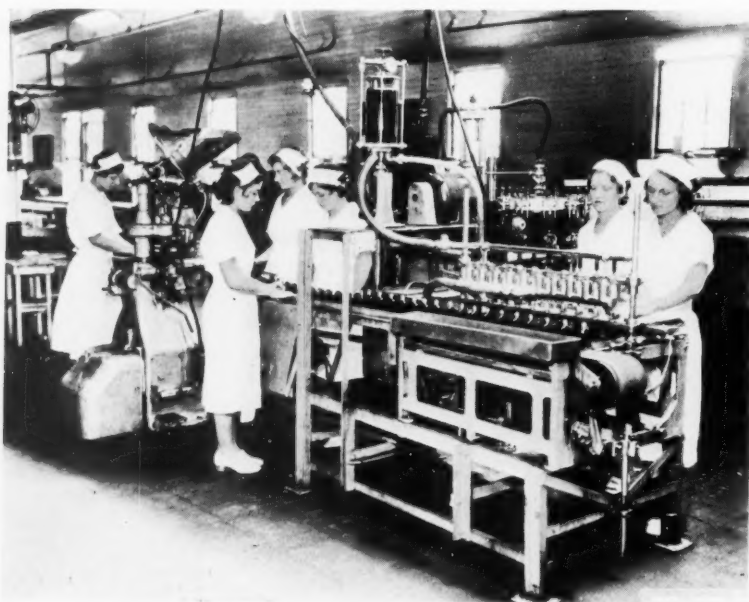
A SHARP increase in the demand for $\frac{1}{10}$ -pint containers has marked activities in the liquor industry during the past few months. Particularly in Pullmans, clubs, hotels and in other places where discriminating drinkers gather, the tiny bottles are a familiar sight.

Originally used for sample purposes, the chief merit of these midget containers lies in their diminutive capacity, which is considered an appropriate amount for an individual portion. The complete package—bottle and carton—is served to the customer, the attendant breaking the seal in his presence, thereby relieving his mind of any doubt as to the authenticity of the contents. In those states in which it is illegal



to sell liquor from a bottle that has been previously opened, the small bottle solves the problem nicely.

The containers shown in the accompanying illustration carry whiskey from the American Medicinal Spirits Company, Louisville, Ky.—a subsidiary of National Distillers Products Corporation. They are supplied in tiny cardboard cartons, which are exact duplicates of the larger sizes and bear the name of the brand and distiller. Each bottle is topped with a tamper-proof aluminum seal, equipped with a tab to facilitate removal of the closure.



Filling machine in foreground, capping unit at rear, at plant of American Medicinal Spirits Company. Illustration above shows group of midget bottles to which Goldy tamper-proof aluminum seals have been applied

It looks better ...
feels finer ... sells faster

**THIS BEAUTIFUL NEW CARTON
OF RIDGELO — CLAY COATED
FOR VARNISH.**

You can find more elaborate and expensive boxes—but this example of modern design is distinctive and economical. It uses the stock to real advantage.

Both colors and Hi-Gloss Overprint Varnish were applied on an offset press. The varnish is a product of Pope & Gray, Inc., 333 Hudson Street, New York. The cartons are used by Rubbersan Products, Inc., distributors of MYSTIC products.

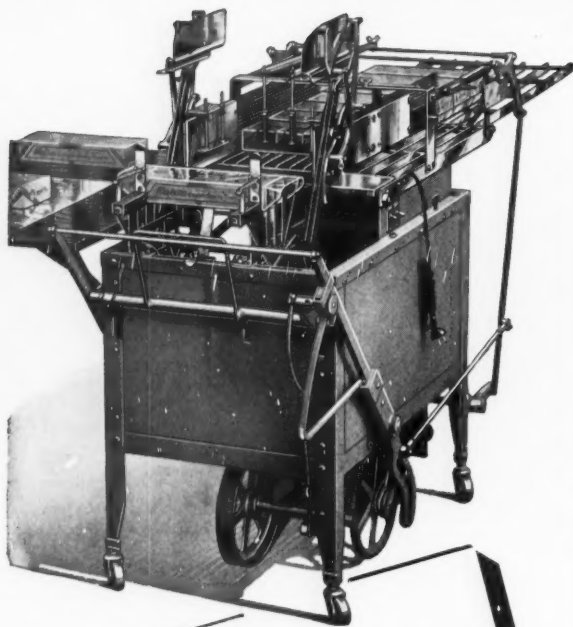
Write for further information and printed color plans on RIDGELO Clay Coated.

**Made at RIDGEFIELD, NEW JERSEY
By LOWE PAPER COMPANY**

Representatives: W. P. Bennett & Son, Toronto — A. E. Kellogg, St. Louis
MacSim Bar Paper Co., Chicago
Pacific Coast Distributors: Blake, Moffitt & Towne — Zellerbach Paper Co.

Ridgelo
CLAY COATED
FOLDING
BOXBOARD





**Speed Up Wrapping---
Cut Costs---
With the MILLER---**

HOW can you wrap your product in "Cellophane"—yet save up to 30% over present methods? The answer is in the Miller Semi-Automatic Wrapping Machine which wraps and heat seals "Cellophane" or waxed paper on packages of every type. Simple in operation, it may quickly be adjusted to a wide range of sizes. It operates at a speed up to 600 or more packages per hour with one operator, or 1,000 or more with two operators. Send us samples of your packages and we will return them wrapped and sealed by the Miller with full information. Write for a circular.

**MILLER WRAPPING &
SEALING MACHINE CO.**

18 South Clinton Street, Chicago

RANCIDITY RETARDING TRANSPARENT CELLULOSE WRAPPERS

by Willard L. Morgan

THE deleterious action of light upon most oil-containing foods, such as crackers, biscuits, potato chips, butter, lard, cheese, oils, meat products, cereals, nuts, nut candies, peanut butter, etc., has recently received considerable attention from the packaging industry. The use of ordinary colorless transparent cellulose wrappers or colorless glass containers for these materials has not served to overcome or retard sufficiently the development of rancidity in such products. While various dark green wrappers have been offered to overcome these difficulties, they have received comparatively small commercial acceptance due principally to the unattractive appearance of the products in the transparent green wrappers or to the opaqueness of other wrappers.

An attractive gold colored transparent cellulose sheeting known as Old Gold Rancidity Retarding Sylphrap is being offered by the Sylvania Industrial Corporation as a highly light-protective wrapper for oily foods and other light unstable products. Since this Old Gold transparent cellulose sheet does not differ visibly from other available non-rancidity retarding tango or amber transparent cellulose films, it is believed the following brief account of its development and properties may be of interest.

The first step was to determine which of the rays in sunlight, visible and invisible, were accelerators of rancidity. Hence, rancidity development tests were carried out with potato chips and other oily products wrapped in transparent cellulose films of a large range and variety of colors. The results soon indicated that primarily the invisible ultra-violet light was extremely intense in its action as compared with the various visible rays. In perfecting the Sylphrap R. R. Old Gold several hundred different transparent cellulose wrappers in various shades of all colors were made and studied for rancidity retardation. Exact determinations with a spectroscope of the visible and invisible light transmission of these films, as well as the determination of the ultra-violet transmission of all the films by special photoelectric cells and other special means, showed clearly that the rancidity retarding property of any film is determined by the completeness of the absorption of ultra-violet and blue light.

Since ultra-violet light is invisible, rancidity retarding transparent wrappers of value are possible in most colors except blue. Likewise, a whole series of transparent wrappers of visually similar colors or shades, such as yellow or tango, have been prepared which vary in rancidity retarding value from substantially no protection to a protection exceeding the green wrappers thus far available. The old familiar tango transparent cellulose sheeting and the new Sylphrap Old Gold Rancidity Retarding sheeting are illustrative

of this phenomena. Therefore, the fact that a sheet has a yellow or gold color or a green color does not indicate that it has any rancidity retarding properties.

The action of ultra-violet light in causing rancidity is not proportional to its intensity, but small amounts have an extremely disproportionate effect. Failure to appreciate the effect of small amounts of ultra-violet light transmitted by the various filters studied, taken with the relatively small number of colored filters considered by various other investigators, is believed to have been the source of the confusion and conflicting claims arising in the work heretofore done in this field.

While various chemical treatments and dyes were found which, when applied to transparent cellulose sheeting, gave substantial results in retarding rancidity, it required considerable further work to develop the combination of these methods which resulted in the Old Gold wrapper with its highly protective and other properties. Tango colored wrappers have the widest commercial acceptance due undoubtedly to the fact that the human eye is most sharply perceptive in that light. Furthermore, the color of most oil containing foodstuffs blends harmoniously with this shade and frequently, as with potato chips and baked goods, the color is enhanced and richened. Since the only visible light cut off by the Old Gold Sylphrap is blue light, practically all articles wrapped in this paper appear in their approximately natural color shades of red, brown, yellow or green, etc., plus the brilliancy and appeal naturally added by the transparent cellulose wrapper. The color of the Sylphrap Old Gold wrapper does not fade or discolor and has the further novel property of being completely non-bleeding in contact with both oils and water. It has been approved by the Bureau of Animal Industry, U. S. Department of Agriculture, as a meat wrapper.

Glassines and waxed papers will normally protect potato chips against rancidity twice as long as the colorless or plain white transparent cellulose or plain flint glass. The various green wrappers range from three to ten times that of plain transparent while the Old Gold wrapper on potato chips will show a protection of fifteen to twenty times that of the colorless sheet. In practical terms this means that potato chips in window displays in colorless transparent wrappers which may be found to become rancid in two days will be preserved in the Sylphrap R. R. Old Gold for thirty days or longer. This protection ratio varies according to type and composition of foodstuffs. Various lots of one particular type of food are found to become rancid at different rates, due to the types of oils and cooking or other processes used.

Over 800 tests have been made upon substances generally known to become quickly rancid, such as potato chips, peanuts, salted nuts, coffee, butter, shortenings, prepared pastry mixes, olive oil, cottonseed oil, corn oil, cod liver oil, cheeses, malted milk, milk chocolate, French caramels, fudge, cruellers, crackers, biscuits, various baked products, cocoanut, bacon, soaps, etc. The value of Sylphrap Old Gold R. R. as a pro-



THERE IS NO SUBSTITUTE FOR EXPERIENCE

After nearly half a century, Tech-Art and its predecessor companies have maintained the pioneering point of view. Tech-Art was among the leaders in the development of Molded Packages . . . of non-reactive cream and cosmetic containers . . . of stock-mold boxes . . . of new designs and new materials.

Today such pioneering skill is typified by the new Mennen Lather Bowl . . . the London House Devon Cleanser container . . . two packages that will carve a large niche for themselves in the 1935 sales horizon because they are perfectly designed and perfectly executed.

Tech-Art pioneering skill has made plastic packaging practicable for dozens of firms; because we assist in your design and make all molds in our own shop. Investigate the possibilities as applied to your package. No obligation.

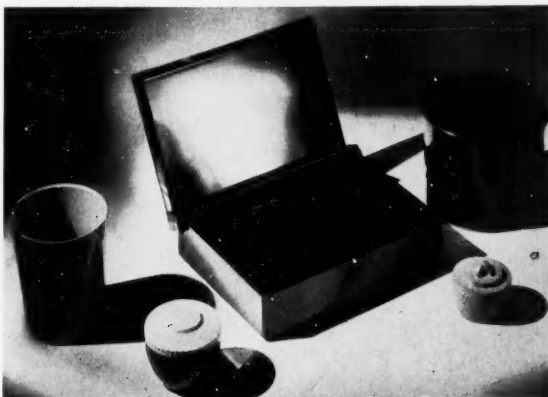
TECH-ART PLASTICS CO.

SUCCESSOR TO BOONTON RUBBER CO.

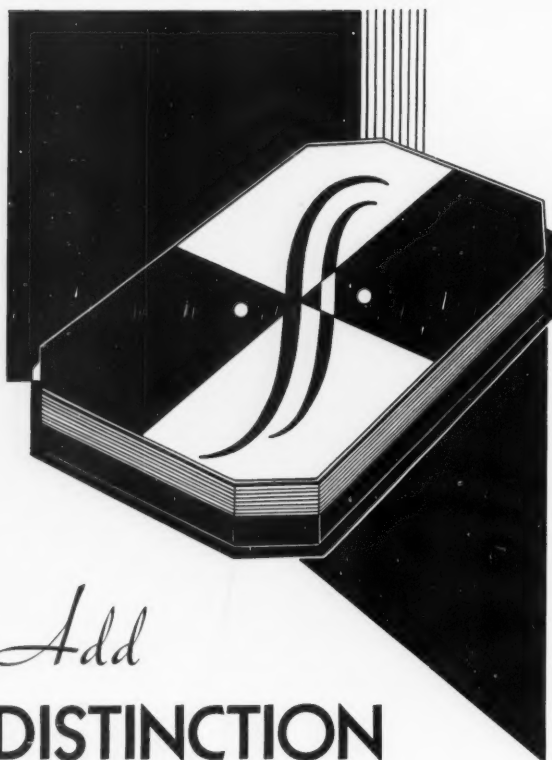
40-36 22nd ST.

LONG ISLAND CITY, N. Y.

Stillwell 4-3490



Stock Molds Available. We advise the use of molds designed exclusively for your product. Sample molds usually costing only \$25.00 can be supplied within a period of three days. But we own one of the largest libraries of stock package molds in the country. Our clients may have their packages designed in their own color schemes, using these molds and thus keeping costs to a minimum and making short runs practical.



Add
DISTINCTION
to your boxes

—at no added cost

The difference between a box, which by its very appearance conveys an air of quality, and a mediocre box, lies all too often only in design . . . for without fine design, fine boxes are impossible.

The house of Ferdinand Buedingen has built its reputation as a "Quality" box manufacturer by a constant emphasis on the perfect execution of fine design. To achieve the latter we maintain an experienced and highly competent Designing Staff. To insure the former we have kept our plant—even through the depression—well staffed and fully equipped with every modern device for the production of fine boxes at a minimum cost consistent with quality.

And by doing both, we have maintained and increased our list of satisfied customers . . . a list to which we would like to add your name. May we discuss your requirements and place our Designing Staff at your disposal? Write to—

FERDINAND BUEDINGEN COMPANY

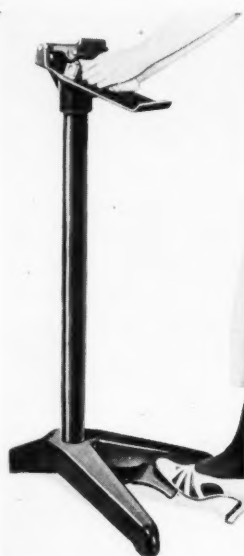
INCORPORATED

ROCHESTER, N. Y.

protective wrapper for these materials is clearly indicated, and is now being rapidly adopted.

Since most aromas, flavors and perfumes are readily changed by oxidation, which is accelerated by light, it is not surprising to find that Sylphrap Old Gold R. R. likewise retards deterioration of these flavors, aromas, tastes and certain colors in such materials as fruit juices, wines, brandies, flavoring extracts, perfumes and drugs. It also has the distinct advantage of being fully transparent, so that many products heretofore packed in opaque wraps may now be visibly packaged.

Sylphrap Old Gold R. R. is the result of long, careful, extensive investigation and development and has been successfully established for some time in large scale manufacture. It is available in both plain greaseproof and moistureproof heat-sealing rolls and sheets, and in bags and envelopes. Its use as duplex cellulose bags or as windows in cartons or boxes makes attractive visibility possible in packaging many materials heretofore restricted to opaque coverings. Sylphrap R. R. Old Gold and similar products are the subject of patents applied for.

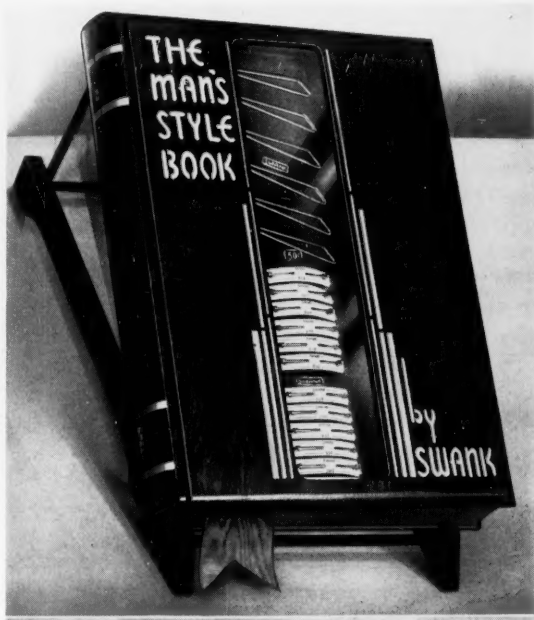


A foot power model of the Wrapade crimper and sealer for transparent bags and envelopes. The motor-driven model of this device was illustrated and described in the April, 1934, issue of MODERN PACKAGING. Both models are manufactured and sold by the Wrapade Machine Company, 215 Central Ave., Newark, N. J.

THE RIDGELO COLOR SELECTOR is a presentation of two color inks on stock shades of Ridgelo clay coated folding box board, prepared to make easy the selection of attractive carton color plans. Each combination has been chosen for its value in harmony or contrast to give a satisfactory result on a specific colored surface. Other combinations may be tested and used if desirable. This booklet is not intended as a manual for the experienced designer or carton manufacturer. It should, however, prove useful to consumers and to creative workers in suggesting colors and boards of definite package value. Copies are obtainable from the Lowe Paper Company, Ridgefield, N. J.

SWANK PRODUCTS HAVE SWANKY PACKAGES

(Continued from page 65) the metal and leather cases which are being offered this year. And decidedly "high-hat" they are, the wide showing of the metal (polished steel) edges affording a double-frame effect that adds substantially to the display of the products.



Swank also announces a "style book"—a display which, when opened, reveals an assortment of collar holders and tie clips. One row—there are six—is shown through the transparent panel.

Credit: To Dennison Manufacturing Company for the making of the paper boxes; Farrington Manufacturing Company and F. H. Noble Company for the leather-covered steel boxes, and Associated Attleboro Industries, Inc., for the molded boxes.

"CURB THE COUNTERFEITER" is the title of a booklet just issued by the Aluminum Seal Company, New Kensington, Pa., which pictorially and in interesting description tells the story of Alseco seals and their application to liquor packages. Pilfer-Proof, Tamper-Proof, Alter-Proof, Rolled-On, Goldy, Corseal as well as Alseco Dose Cups and Foil Capsules are shown. Also illustrated and briefly described are types of sealing machines.

TO AID in reducing mail shipping costs, the Mason Box Company, Attleboro Falls, Mass., offers the Mason Mail Shipping Kit—a standard size filing folder which encloses descriptions, specifications and illustrations of Mason mailing boxes, together with instructions for packing and other pertinent information. Postal rates and regulations are condensed in convenient form on the inner surface of the folder.



OBTAIN PROMINENT DISPLAY
FOR YOUR PRODUCT
WITH

LUSTEROID CONTAINERS

These distinctive packages are so unusual and new that retailers are glad to use them for display.

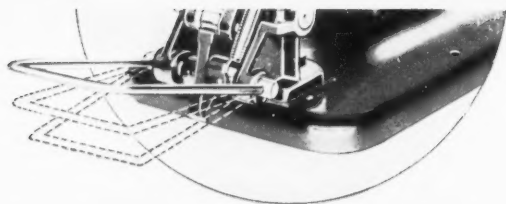
The buying public is equally intrigued by their attractiveness and obvious advantages.

Result: Sales in increasing volume.

LUSTEROID CONTAINER COMPANY, INC.

Formerly Lusteroid Division of The Sillcocks-Miller Company

10 PARKER AVENUE, WEST
SOUTH ORANGE NEW JERSEY



only 3 POSITIONS of a SINGLE TREADLE

... and manual operations are cut 50%

If you are interested in a 60% saving in the cost of preparing your cartons, compared with sealing them or gluing them with gummed tape, get acquainted with the Ideal Bottom Stitcher. • This speedy machine gives you a more secure bottom in your cartons. You prepare them when you want them, at a rate of 200 to 300 bottoms per hour. • Simple, foolproof, forms its own staples. Write for free bulletin. IDEAL STITCHER & MFG. CO., 100 Fourth St., Racine, Wis.

IDEAL BOTTOM STITCHER

there is an Ideal for every stitching job



MODERN PUBLICITY (1934-1935)

THE eleventh consecutive issue of this advertising annual is just out and, as in previous numbers, again registers a high mark in presenting a review of the substantial progress which has been made by advertising. Both laudatory and critical in the comments made as well as in the illustrations shown, *Modern Publicity* in its latest edition is a decidedly helpful book.

Vicariously, we take pride in the reference made to packages. The examples shown are among those which deserve high comments and the remarks of "The Road Mender" give evidence of the regard for the package in advertising. In abstract we quote: "The package presents a very real problem in modern publicity. The need to re-design many wares and containers, if they are to fit into the modern advertisement with any conviction and harmony, is something which needs constant emphasis. One of the most effective ways to make this emphasis convincing is to call attention to the unsightly package by showing it in the best of modern presentations. A kindlier way is to show what splendid results are frequently being achieved when a good example of a modern package is used in conjunction with an harmonious layout.

"Some of the modern packages have suffered in design in the same way as have advertising presentations where the bizarre has resulted from efforts which were too inexperienced or too clever. Tricks have been used to gain an effect which might possibly stand alone but which would but add confusion when the pack is displayed with a multitude of other wares."

Copies of the book are obtainable from The Studio Publications, Inc., 381 Fourth Ave., New York. Paper, \$3.50; cloth, \$4.50. F. A. Mercer and W. Gaunt are the editors.

TWELVE different types of closures—described and illustrated—provide for requirements in style, design, color or size, according to a recently issued booklet "A Buying Guide to Armstrong's Closures," published by Armstrong Cork & Insulation Company, Closure Division, Lancaster, Pa. Corks, Art-mold caps, single- and double-shell metal and crown caps, embossed-top corks, Cel-O-Seal caps and bands, cap liners, rubber stoppers and applicators are among the closures and accessories so mentioned.

A completely revised edition of its catalog on tube, jar and powder filling equipment has just been issued by the F. J. Stokes Machine Company of Philadelphia. Available advisory service, patented developments in airtight tube closures and a complete line of hand-operated and power-driven fillers are described. Lipstick molds, compact presses, kettles, mixers, bottle washers, drying closets, water stills and other equipment of interest to the pharmaceutical and cosmetic fields are also covered. Numerous installation views add interest to this edition.



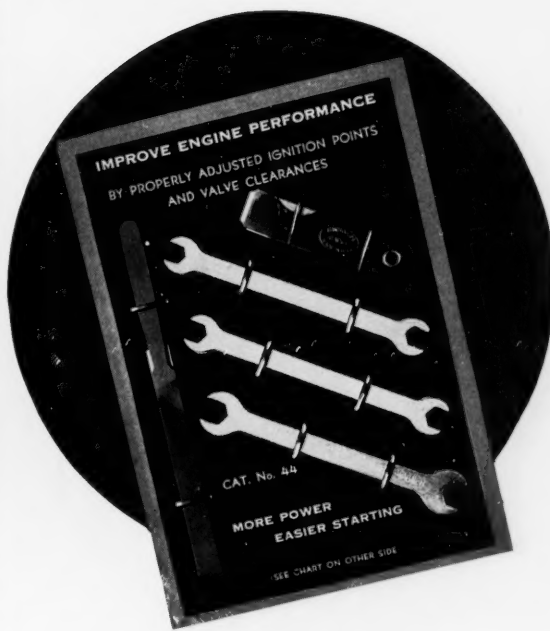
This new powder dispenser has been developed by C. D. Burchard, Inc. The powder is expelled in any desired quantity by action of a piston which can be moved freely within cane shaped spout by pressing and releasing the pushbutton. The piston opens and closes the can at the same time automatically. The special advantage of this model lies in the fact that it produces powder without shaking in any desired quantity and does not require attention for opening or closing—a property especially useful for tooth powders containing perborates

ALL DRESSED UP FOR CHRISTMAS

(Continued from page 63) the holiday season the Christmas atmosphere is added by slipping a sleeve over the regular carton and thus a bulk or gift sales presentation is established. A compact, well set up and presentable gift unit is the result, adaptable alike to male or female of no particular age, sex, creed, color or locality restrictions. It is created with an eye and thought to simultaneous use in all parts of the country from the snow clad pines of Maine to Sunny Florida. Removal of the sleeve leaves the regular package ready for use or for sales after the holiday season, without a handicap for the effort.

To supply the need for more individuality for the more exacting or discriminating, the Deluxe wrap was introduced. Here two regular packages of "Fifties" are inserted into one sleeve, making a different sized unit with a different shape and general appearance. The regular "Fifty" package is adaptable in size to fit on drawing room or dining tables as well as for general use in home, studio or on the desk and with the Christmas sleeve produces a big one hundred gift package with a happy sales presentation.

When the Christmas season is over, surplus or overstock does not become a dealer's or manufacturer's problem. Merchandise does not have to be mutilated or returned. The jobber and retailer simply remove the outer sleeve leaving the merchandise fresh in its original waxed wrapper ready for regular sales on the counters of the nation.



NO SUPER-SALESMEN NEEDED

When **BOSTITCH** is on the job

Bostitch Staples do more than protect a product against damage or theft . . . they do more than attach a product to a card. More important than either of these functions is their ability to place a product so that it sells itself.

Consider, for instance, this set of engine tools. In a box or bag they would have no meaning. A salesman . . . and a good one . . . would be needed to demonstrate. An impossibility, of course, at mass consumer prices.

Yet, with simple Bostitch Staples . . . each tool explains its own function. The front and back of the card tell a story that unfurls itself clearly and quickly . . . a story that convinces every possible purchaser, cuts down returns, insures low cost sales.

Consider your product from this point of view. Then investigate the low cost of achieving such results with Bostitch Staplers and Bostitch Staples. For full details, clip the coupon.



Bostitch Sales Company

East Greenwich, R. I.

Please send descriptive folders on Bostitch fastening and merchandising methods.

MP-11-34

Name
Address
City State



Hycoloid

*offers Extra benefits
for packaged products*

HYCOLOIDS ARE "LABELED-WHEN-MADE!" Ready to ship the moment they're filled, adding a distinctive "part of the package" to the container, and eliminating entirely the glue-pot labeling job. Pack them with a minimum of costly protective padding, for *they won't break!*

ORDER THEM IN ANY COLOR! See them "stand out" from among any group of containers, for color and package design are an integral part of Hycoloids. They establish the **IDENTITY** of your product, with conveniences not otherwise obtainable; featherweight unbreakable, capped with any type of closure, ideally suitable for many different kinds of merchandise, for sampling, travel or home use. *You cannot judge their advantages until you see them.*

VIALS--BOTTLES--JARS--TUBES

*unbreakable, colorful
featherweight, labeled-
in-process—distinctive!*

Ask for details and samples:

HYGIENIC TUBE & CONTAINER CO.
42 Avenue L Newark, New Jersey

PACKAGE IDENTIFICATION AND PROTECTION

(Continued from page 62) is woe for firms whose bottles by reason of their individual design are unsuitable for paper labels. With a third of his investment in bottles, tragedy would stalk the average bottler suddenly required by law to mount a label carrying an enlarged description of contents as contemplated by the pure-food revolutionists.

What protection is possible or preferable for the extra added mediums of package identification which are lately to the fore? Here is a practical, and for many packagers, a vital question. To realize its widened application, one has only to keep in mind the stampede in the revived liquor trade to the use of new-style bottle tops, bands and special closures. The "topper" on Park Avenue Gin, and the molded Chantecleer on Liqueur of that name, are examples in point. All would be easy if these distinguishing accessories could be registered as trade marks. But that is out of the question. Copyright offers no shelter, either, for the ornamental, three-dimensional package features. There remains only the Design Patent or the common law defense against package-copying that is denounceable as unfair competition. Perhaps the shrewdest strategy in the present dilemma is that of the packagers who have drafted bizarre bottle tops, caps, bands or closures as brand carriers. The theory is that even if a closure or structural feature of a package lacks separate, self-sufficient protection, it may be made safe for its originator if the public sees it only in close association with a familiar tamper-proof trade mark.

APPLES in cartons are the success of this season. And thereby hangs an identification story-to-come. It is an open secret in fruit circles that one reason the cartons have made such a hit is that the printed cartons afford better display with less trouble and no more cost than box labels. This point has weighed because, as luck had it, the first adoption of cartons for apples took place in the Pacific Northwest where the apple packers have been wont to plunge in label outlay in order to give apple boxes a "dress" that helps sales. It's a tribute, certainly, to package showmanship that cartoned apples are not only outselling the same varieties in wooden boxes but have brought better prices in the Eastern markets. And when it comes to converting the apple carton into an open-bin type of display container there's a further blessing in the circumstance that the fibreboard containers spare the apples the bruises which appear to be inescapable in the best boxing practice and which are at their worst on the top layer—the first responsibility for display.

A FRESH quirk in the administrative policies of the U. S. Customs Service is the latest incentive to packaging. Packaging, that is to say, for articles imported into the United States. The new influence at work springs from the revised formula for what is

known as country-of-origin marking. For, lo, these many years, Federal authority has required that every alien article of manufacture admitted to this country for resale must bear an inscription in plain English indicating the place of origin. Until recently Uncle Sam was rather easy going in enforcement of the confessional. For all that the name of the country of origin was supposed to be posted, the officials winked at all manner of suppose equivalents, such as names of cities, provinces, etc. Would-be evaders of the Nazi boycott and other sidesteppers imposed on the good nature of official Washington. In retaliation behold the call for specification of the country of origin by its full name.

A flight to unit packaging is one answer to this demand for frank nationalism in marking guest goods. Placement of lengthy country-of-origin names directly on goods may prove a real hardship in the case of certain lines. For example, where the items are so small that there is not adequate space for the expanded mark or where the unabridged notation of birthplace would be out of all proportion to the size of the article. Yet again, there are the artistic objects where the stamping of a lengthy legend directly on the goods may mar the appearance if not play physical havoc in the processing. Whatever the slant of reasoning which has brought it about, the fact remains that, since the Treasury Department turned over its new leaf, a larger share of immigrant merchandise is arriving packaged.

IT HAS remained for officers of the National Wholesale Grocers Association to bring forcefully to the attention of official Washington an element in packaging accommodation which has been strangely overlooked in the discussion of proposals for remodeling regulatory legislation governing foods, drugs and cosmetics. The grocery distributors have made a plea for a generous period-of-grace if and when any new rules and regulations are put into effect. And this request for restraint in enforcement is based on the hardships which would otherwise be inflicted upon packagers who are caught with heavy stocks of prepared packaging materials. Washington is informed that many food manufacturers purchase their packaging requirements far in advance of needs. To such an extent is this true that the secretary of the Wholesale Grocers Association has stated that an aggregate of several million dollars is at the present time invested in unused labels, cartons and other containers. The six-month interval provided in pending legislation is declared to be entirely too short a time in which to work off the stock of packages, labels, etc., on hand. In lieu of this limit, it is suggested that a period of at least 18 months be allowed for the orderly consumption of stocks, ere new requirements are enforced.

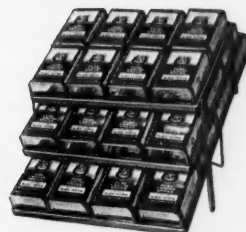
WANTED, yea, wanted more than ever, is protection for the tryout package. The why is that under present competitive conditions, more and more marketers are feeling their way, in the mazes



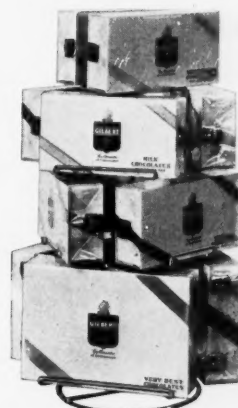
"Help yourself, Madame—"



"All three sizes . . ."



"See the merchandise, not the rack"



Counter space saver—rotating

PROFITS BEGIN with the EXTRA SALE



"It's the nuts," this rack says

The retailer knows that the easiest profit comes from the purchases people do not intend to make when they come into a store. These extra sales are made from Union Floor and Counter Displays. Dealers particularly like the strong, dependable, modernized Union Display Racks.

For that reason, Union Display Racks are a very effective and inexpensive way to get dealers to accept your product and to push them. Union Displays cost very little—they're low-priced, high-powered sales promotion. Write for details, suggestions, pictures, prices—NOW!

UNION STEEL PRODUCTS CO.

521 Berrien Street

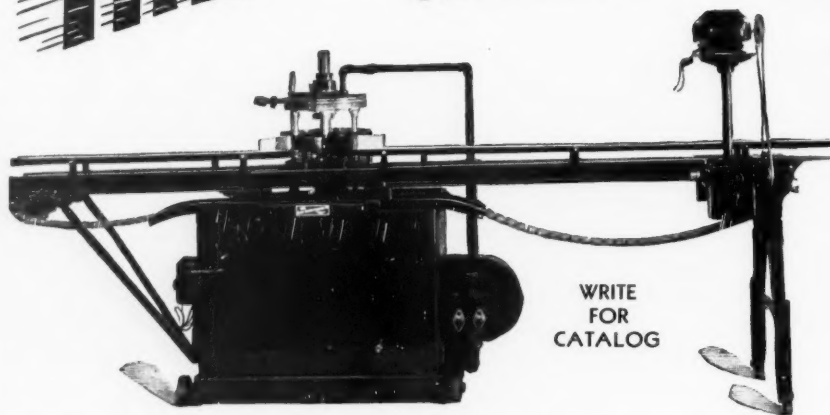
Albion, Mich.

UNION DISPLAY RACKS

NOVEMBER, 1934

91

KIEFER AGAIN SCORES WITH NEWEST FILLING MACHINE



WRITE
FOR
CATALOG

VARI VISCO FILLING MACHINE

*Now Equipped with
Automatic Feed and
Discharge*

Containers are simply loaded on a conveyor, from which they are fed automatically into the machine, filled and discharged back upon the conveyor, to be taken to the closing operation.

High Speed! Clean work; accurate fill! A simplicity of construction never before attained in automatic equipment. Here is a machine with revolutionary mechanical principles that make it the outstanding equipment of all time!

Regardless of what equipment you have now, don't fail to investigate this machine!

Turning a handwheel instantly regulates for filling quantities (no pistons, valves, gears, etc., to adjust). Another handwheel as promptly regulates the speed of the machine! Everything for greater convenience, for faster, better operation.

THE KARL KIEFER MACHINE CO.

Cincinnati

P. Jorgensen
311 California St.,
San Francisco, Cal.

T. C. Kelly
222 W. Adams St.,
Chicago, Ill.

M. C. Finn
10 High St.,
Boston, Mass.

A. J. Sterling
225 Broadway, Room 1209,
New York, N. Y.

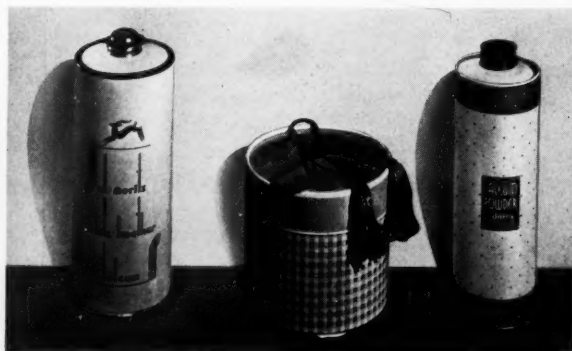
Our line of manufacture includes a variety of paper cans and composite cans for insecticides, chemicals and various other food products.

Cosmetic manufacturers will find our Talc and Dusting Powder Containers both attractive and economical. Made in a variety of sizes, they are readily adapted to colorful wraps—lithographed, printed or with raised printing.

Let us help to make your package a sales builder.

CROSS PAPER PRODUCTS CORPORATION

THIRD AVE., AT 140TH ST., NEW YORK, N.Y.



of package redesign, by means of explorative campaigns. In such experimentation it is desirable that full legal protection be invoked for each candidate package, so that whichever contender wins through will be duly safeguarded. The means of protection for the try-out package are, of course, the same as for the settled and confirmed package. Where packagers have most frequently tripped up was in overlooking the requirement that packages, in order to be eligible for registration or other protection, must be distributed in *interstate* commerce not merely figure in short-range probationary campaigns confined to one locality.

"IT'S a deadlock" said both sides, after the October clash, referring to the stalemate on the new and moot question of what pattern for passports of character shall be adopted in the food industries. The canners dug in on their line of resistance to the idea of placing sole dependence on a system of alphabetical or numerical symbols in conventional sequence. The canners insist that various important distinctions of food quality—flavor, for instance—cannot be conveyed by arbitrary stepped signals such as "Grade A," "Grade B" and "Grade C," or "Grade One," "Grade Two" and "Grade Three."

Onlookers at the battle, who thought that they saw signs of compromise on the part of the Consumers Advisory forces at Washington, felt their optimism ooze when they read the official report to the NRA. The Consumers group is willing, to be sure, to accept "additional" explanatory statements on package labels but it keeps up the barrage for a system of alphabetical or numerical keys as basis and backbone of the structure of informative labeling.

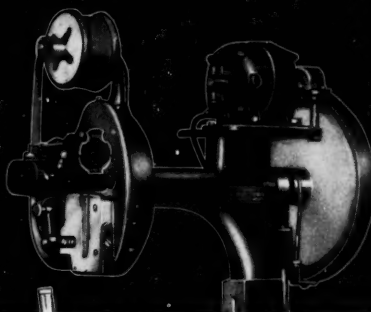
This tussle over a model set-up for grade marking of packages, or progressive pegging of quality, is worth watching by all packagers. Because there is no telling to what commodity lanes the practice may spread, if New Dealers have their way. At the same time, packers outside the food sphere may as well take into account the fact that the Advisory group (dominated by officials of the Department of Agriculture) is in a position to be stiff in its present demands because, in the food field, a set of grade standards is ready to hand, fashioned on the alphabetical model. And, to whisper another secret, the stern strategy in official quarters is in part born of a confidence that if and when the Tugwell-Copeland Bill gets through Congress, the Administration will have in its hands a steam roller that will clear a path for any system of quality standardization and ciphered interpretative labeling that may be wished by the regulators of the food, drug and cosmetic industries.

"STYLED PACKAGES" as produced by the Puget Sound Paper Box Company, Seattle, Wash., are handsomely illustrated and described in an 8-page booklet just issued by that company. The set-up boxes shown are applicable for many uses.

Why tape or glue when you can wire
stitch cartons more securely and

SAVE

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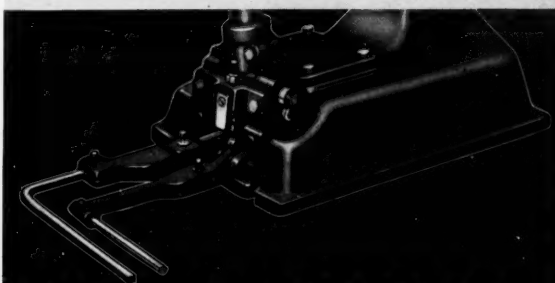
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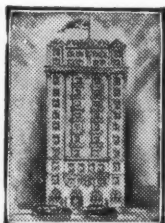
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UPSETTING OUR COLOR BELIEFS

(Continued from page 50) the red cosmetics worn by the Latin ladies at the bull-fight? For that matter, why is red so popular in summer if it is warm?

Consider the place and effects of red and green at Christmas time. With a tree in the house, one on the lawn, holly wreaths about, is it contrast of trig red with a profusion of green that we like? Can we have in mind such things as the red of traffic lights, a forest fire, the glow of the grate, an interference between the tree-afire and the summer-shade of the same green tree? We think a strong Christmas spirit dominates all these interferences.

One superstition warrants mentioning. It is the symbol of the black cats, never yellow ones. Enough of us are serious about black cat omens, but not less than contemporary Arabs in their use of some piece of blue, one piece on every Arab, his camel, his ass. There is no sense to it; simply we believe, like a condemned English prisoner given to surgeons for experimentation. The surgeon trickled warm water over the prisoner's fingers, scratched his arm hanging over the side of the bed. The prisoner died; he believed he was bleeding to death.

False beliefs of color have been preached and practiced in the packaging of goods. The customer in any store sees a confusion of bizarre and glaring colors. The warm colors to excite him, the green to cool him, the blues to lend an air of distinction. In most cases the colors seem to be used like the Arab uses his blue, without much respect for the design or arrangement in which it is implanted, but still with a firm belief in the magical qualities of the color.

The facts found in recent studies and experiments

break with the old traditions. It is true that the traditions, though inconsistent within themselves, have been taught for generations. But then, anything can be taught and learned. For instance, my three cats do not know the word "kitty," but come to whistle as does the dog when he is fed.

The study of working men at work sought to find the emotional effects of color as colored light upon the men. One hundred fifty thousand work operations completed under the influence of the colors gave no reason to believe that red is warm or green cool or energizing. The experimental results contradicted all the previously quoted dictums of the effect of particular colors. What was found was merely nervous excitation. White light produced least nervous excitation, the saturated colors the greatest nervous excitation. This substantiates the view that colors arouse people, and properly used will help to sell goods, but contradicts the view that colors in themselves have particular meanings to all people; that green for instance should always be used to signify youth and vigor, quite irrespective of Little Boy Blue. The New York University experiment indicated that white and shades of color near to it had a lower exciting power than deep red and green, but also indicated that nervous excitation when aroused can be irritating and passes easily into nausea. The results indicate that color as used on packages, and so far as it is not influenced by design and setting, is much of the time too bizarre and glaring. The shelves of most stores show also an undue amount of red and yellow, used possibly for visibility, but also no doubt with the idea of warming up and welcoming the customer.

Due to the excessive use of bright colors on all types of packages stores have become blatant, gaudy, excessive and, according to the study have flaunted nervous excitation, repellent and distasteful. As a matter of fact there is nothing inherently welcoming in the "warm colors." Besides deeply chromed packages often make irritating and horrid combinations with their neighbors on the shelves. We should be cautious in using colors to the same extent that they differ from white, seeking a zone in balance between the monotony of white and the nervous excitation of colors.

If we have been unscientific in the use of color in trade, what is scientific? And what is practical in conformity with people's learned color preferences? For the first, the scientific facts would demand lessening the nervous excitation factor. For the second, we would remember that specific meanings are carried by design, setting and the associations color has in combination with these; but not by color alone. There is no doubt but that color as used on packages should be toned down, more use made of pastel tints and shades of color in place of the fully saturated loudness of the present trend. One package, by itself, might not be too bright, but a shelf full of them make shopping an ordeal.

There are existing examples of effective, though conservative, package coloring. Consider the new Hoffman soda bottle, or Old Gold cigarettes. The Hoffman soda was awarded distinction at the Chicago Fair. First,

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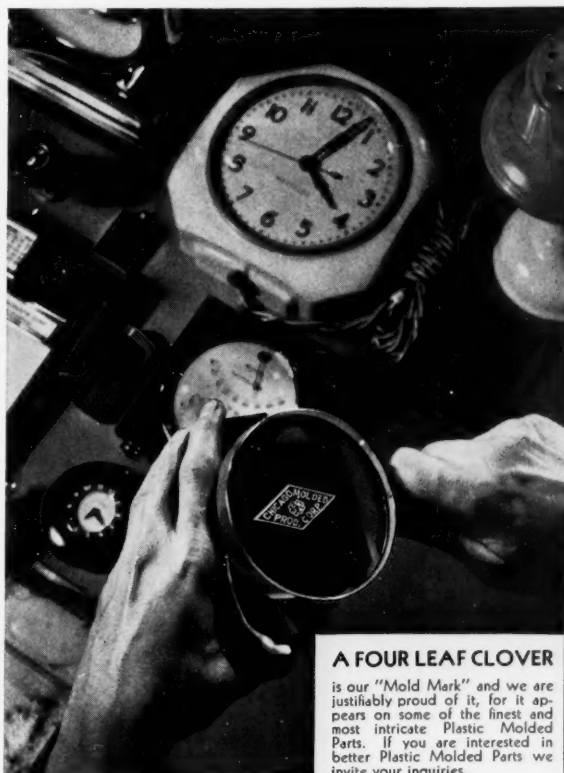
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there was discarded the questionable claim that colored bottles prevent fermentation and deterioration of product. The bottle is clear glass. Next the product is exposed to view. The over-all tone is silver approaching white. Monotony, as of clear white, is prevented with the minimum of nervous excitation by the use of a vivid, small red seal mounted on the shoulder of the bottle. The product is very appealing. Old Gold cigarettes house their twenty units, like all the principal brands in a trig, tidy package. The tone of the covering is soft yellow, which leads easily to gold, very probably coinciding with the color of "bright leaf" tobacco from which the cigarettes, we understand, are made. There is but a touch of blue. The red on the package suggests a lighted cigarette. Coverings, whether transparent, translucent or nearly opaque are further softening influences. In this regard, non-soiling cellophane and similar products may have a wide future.

Some packers, unlike Hoffman and the Lorillard company, miss it far. We recently saw a brown all-over package with darker graphic figures. The content was confectionery. True, from the covering one might have thought it maple sugar, but more likely, naphtha soap. Such a packer is like my Swedish friend, almost an albino in eyes, hair and skin, who runs almost exclusively to light grey suits, white or grey or baby blue ties and pearl grey hats. He hasn't discovered contrast even by the least touch of color in his neck-piece. My Swedish friend should see a scarlet tanager, a strikingly handsome bird, classic of mold, his vivid redness only a speck in the delicate under foliage of a Connecticut glen.

Man is accustomed to the colors of nature who seldom flaunts strong contrasts. It is probably true that most men favor clear or blue skies, weathered grass or leaves, dark twigs or limbs, against chalky or grey bark. He well may like them, for they all are low in nervous excitation. These colors comprise pleasing backgrounds for product coverings. As to the relief from monotony, richness may be added in seals, crests or other figures, and appeal without interference is almost assured.



The complexion bowl included in the Devon Milk Pre-Facial package, recently announced by London House, Ltd., is molded by Tech-Art Plastics Company. It is ivory in color, piped with delicate rose, bearing in the upper right-hand corner of the cover a circular legend description of the product. The box is lined in rose, with bowl and brush countersunk

A NEW PERSPECTIVE ON FOOD PACKAGING

(Continued from page 45) demands was the suitability of a container for reuse, without staging an involuntary advertising campaign in the kitchen or on the table.

There are thousands of products put up in packages, jars, glasses, each with its individual requirements and its own problems. Of all the groups representative in this field, the food products have been the most neglected with regard to their packaging.

It is not surprising that the largest number of consumer complaints and demands concern themselves with food products. While the analysis and suggestions of the previous paragraphs are applicable to practically every type of product, it will be necessary to concentrate on this group. Even at that only a few representative cases can be considered within the space of this article.

Mustard is such a typical case that it will be considered first to illustrate various points. The first manufacturer of this product probably did not have much of a packaging problem; there was a period when the customer brought an old cup to the store and bought his penny's worth. The idea of putting mustard into a jar was considered such a grand one that even today little thought has been given to the development of a specifically suitable container. Ever since, with slight variations, the succeeding makers of mustard have used the same glass jar with rounded sides, a rather narrow opening and that inaccessible space near the neck of the container.

An analysis will reveal the various points for criticism, which in themselves will suggest the remedies.

Mustard container: (1) The conventional shape is unsuited for the removal of a pasty substance; (2) the transparent jar tends to show the unrelishing sight of dried mustard clinging to the inaccessible parts and curved sides; (3) transparent glass permits the light to bleach the mustard to a most unfavorable color. The carton provided for protection is useless when the package is opened; (4) the usual metal closure, unattractive as such, soon becomes unsightly and everything but stimulating to the appetite; (5) the label, generally without appeal, attains an unsavory appearance once the jar is being handled.

A competent designer may suggest the following solutions: (1) The container should be as straight walled as possible, to avoid any dead space, the neck can perhaps be avoided altogether; (2 and 3) opaque glass or ceramic in white or other appropriate colors will protect the contents against bleaching and will always look appetizing—the ladies will be enthusiastic about the empty jars for reuse around the house; (4) the closure should be plain and in harmony with the jar—plastic composition will do it, without getting rusty or messy; (5) a good mustard put up in the right container would not need many marks of recognition. If the

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name has not been pressed into the jar or closure, it may be shown in a smart band or label.

Speaking of mustard, it is hard to understand why no progressive manufacturer has produced a picnic mustard-tube; it seems to be the most practical and sanitary thing. Just imagine that thin ribbon of mustard on your frankfurter or favorite outdoor concoction, and no heavy jar or messy spoon. This may require a special mustard formula. But, then, why not?

Mayonnaise and a great variety of sandwich spreads also belong in this group.

Another group of food products which has given rise to complaints from the consumer are those packed in tall narrow glasses, jams, marmalades, honey and identical stuff. An attempt to remove the last half of the contents of such a jar has probably tested every one's ingenuity. Another disputable point is the use of transparent glass. While it shows the color of the contents, it retains this appeal only on the shelf of the merchant. But the test of a functional container begins with the use of the product, and from this point on the glass jar fails, as it will reveal inevitably the partly dried remnants of the contents. It looks unappetizing throughout its entire natural life in a household. People have admittedly no time or patience to transfer the contents to a more attractive container and, in addition, the usual glass does not lend itself to re-use.

The improved container would be rather shallow, possibly shaped like a bowl, with a wide opening, avoiding dead space.

While the use of transparent glass would be more logical in connection with this design, opaque glass and earthenware in their various attractive colors possess an irresistible appeal and re-use value, and offer many opportunities for the development of a line of containers with a distinct personality. Besides they have the great advantage of always looking presentable, whether new on the shelf or after repeated appearance on the table. The increased cost of such a container will be more than offset by its advertising and re-use value, for which women have expressed their willingness to pay a premium.

The case of granulated or powdered products is, generally speaking, a rather sad one. A few examples will give material for thought. The manufacturers of table salt seem to have arrived and stopped at the beginning of a fairly satisfactory standard package. However, a little more thought given to the various uses and users of this commodity will lead to more effective and profitable ways of packaging and merchandising table salt. Some of these ideas will be presented as soon as they are ready for release. Pepper and other condiments represent parallel cases and would benefit by the same consideration. The cartons for granulated and other types of sugar are other examples of decidedly unfunctional packaging, which could be remedied by a closer study of consumer requirements.

One of the chief arguments cited against improved packages for the products of this group is the relatively low price. Why not take a hint from a very successful group which has taken designer advice in exploiting the functional packaging idea and in this way has created profitable and popular sales-units out of comparatively inexpensive products? Visualize the vast field of cosmetics and related products without their well designed and practical containers, and it will be evident that they would not be the profitable merchandise they now are.

Coffee, at least in regard to the nationally advertised brands, has found a more considerate treatment in its packaging, as the vacuum can is no doubt an ideal way of packaging this susceptible product. Although a great deal of thought and money has been spent in thus protecting the coffee, the function of the can in relation to the consumer has been neglected. The can is being opened and handled practically only by women, and the majority of these women will complain that the diameter of the standard can is just so much too large as to be decidedly difficult to handle.

Tea is at least as sensitive to atmospheric influence as coffee, but few manufacturers afford it the protection of an airtight container. Many packages expose the contents hopelessly to the air and odors of the cupboard, once they are opened. The usual tall and narrow tins are very inaccessible, with dangerously sharp edges. It is not difficult to visualize the ideal container; low and practical, in color and treatment spelling tea a mile away, and something to be proud to have on the shelf.

The customary can of cocoa is another victim of conservatism. It has suffered the same treatment as the tea container, the nature of the product making its opening and closing only more hazardous. No attempt is evident to introduce an appropriate appeal or atmosphere which could be so easily and successfully applied. Even quite matter-of-fact people would be intrigued by an introduction of some of that atmosphere which is readily connected with these three delicious products of the tropics.

Any number of products may be cited as examples of poor or indifferent packaging and, seen from a different perspective, their very shortcomings offer a solution. It is not so much the purpose of this article to find fault, but rather to stimulate new thoughts.

The indicated perspective, aside from its inherent logic and demand for perfection, is also the outcome of basically changed economic conditions. The unescapable fact of more or less saturated markets forces the conclusion that increased production and similar methods of external expansion would not represent a very satisfactory solution. This will focus the attention from quantity to quality, the utmost perfection of the product on hand, and consequently its container. This conclusion incidentally and quite naturally completes the cycle which began with the complaints and demands of the consumers and the aims of the designer.

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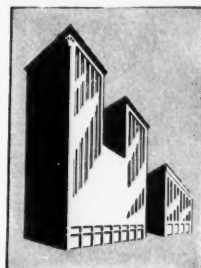
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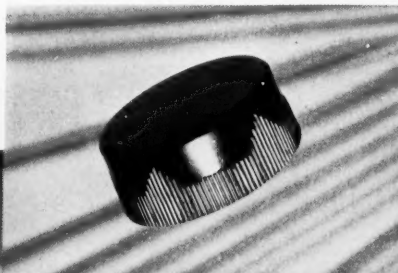
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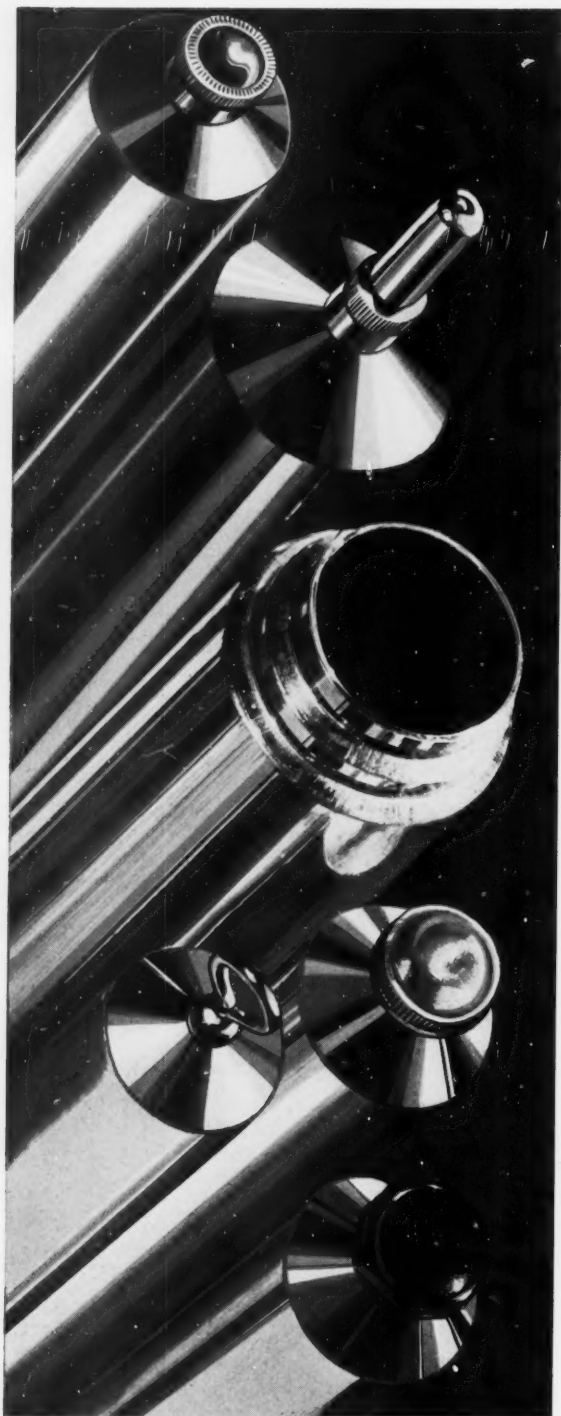
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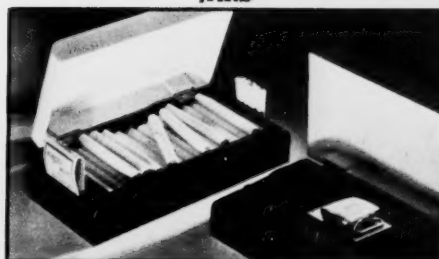
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